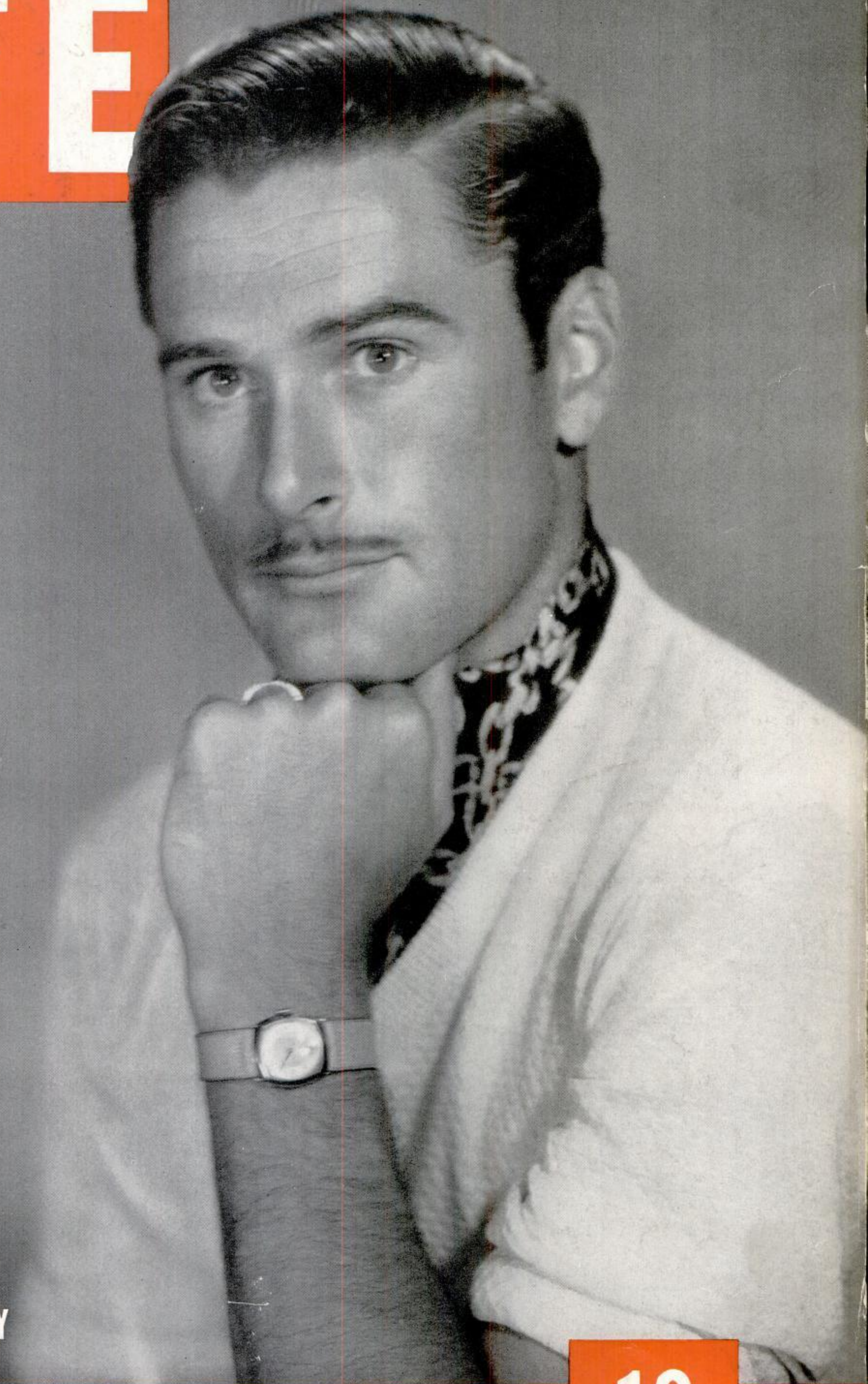


LIFE



ERROL FLYNN, GLAMOR BOY

MAY 23, 1938

10 CENTS

It's **NEW...** *It's* **CONVENIENT...** *It's* **ECONOMICAL**



Porter raises or lowers bed at your request—from outside the curtains, too. Or you can raise it or lower it yourself, as you choose.

- ① Half your bed is folded upward when you're ready to arise or to retire, creating ample dressing space. Note double mattress. Upper berth is left closed above you, giving full head-room.
- ② You can dress or undress, standing or sitting. There is ample room. Comfortable seat at the right height for dressing. Note the clean, convenient shelf for small articles and apparel.
- ③ Light-proof curtains can be fastened from the inside, assuring complete privacy.
- ④ Extra facilities for hanging clothing, keeping it fresh and unwrinkled.

The PULLMAN **CONVERTIBLE** *Single* **OCCUPANCY** *Section*

The Pullman Single Occupancy Section—enjoyed by thousands of travelers because of its extra comfort and convenience at such low cost—is now being equipped on principal trains, for even greater utility and comfort. Half the bed is hinged to fold upward when not occupied, providing ample dressing space where you can dress and undress, standing or sitting. Thus, the convenience of this economical Pullman accommodation is greatly increased; but the cost remains the same—one first class railroad fare, one Pullman lower berth fare plus half the rate for an upper berth. This new Pullman improvement, in line with the Pullman program of bringing greater and greater travel comfort to more and more millions of travelers at surprisingly low cost, is being installed as fast as possible throughout the Pullman system. On your next trip, your train may already be equipped. Ask your ticket agent for full information, or write THE PULLMAN COMPANY • CHICAGO

HERE ARE REASONS WHY THE SINGLE OCCUPANCY SECTION IS IN DEMAND!



CONVENIENCE WOMEN APPRECIATE. Preparing for bed and dressing in the morning as simple as can be in the new Pullman Convertible Single Occupancy Section.



DEEP RESTFUL SLEEP. Double mattresses for complete relaxation. Fresh clean linen. You may have four pillows if desired. Supreme comfort. You awake refreshed, rested.



TAKE THE CHILDREN. Ample accommodation for one adult and small child. Especially do mothers appreciate the extra comfort and convenience at such little cost.



BOTH SEATS YOURS. Two double seats facing all yours in daytime. Generous room for personal belongings. Table for writing or games.

Pullman and Rail—The safe way to go and the sure way to get there

Copyright 1938, The Pullman Company



**AMAZING
NEW VALUE**

NEVER BEFORE could Low Price buy so Much...in Extra Room, Comfort, Safety, Performance and All-Round Economy! Make it a point today to See and Drive this big, beautiful Plymouth

"Roadking"

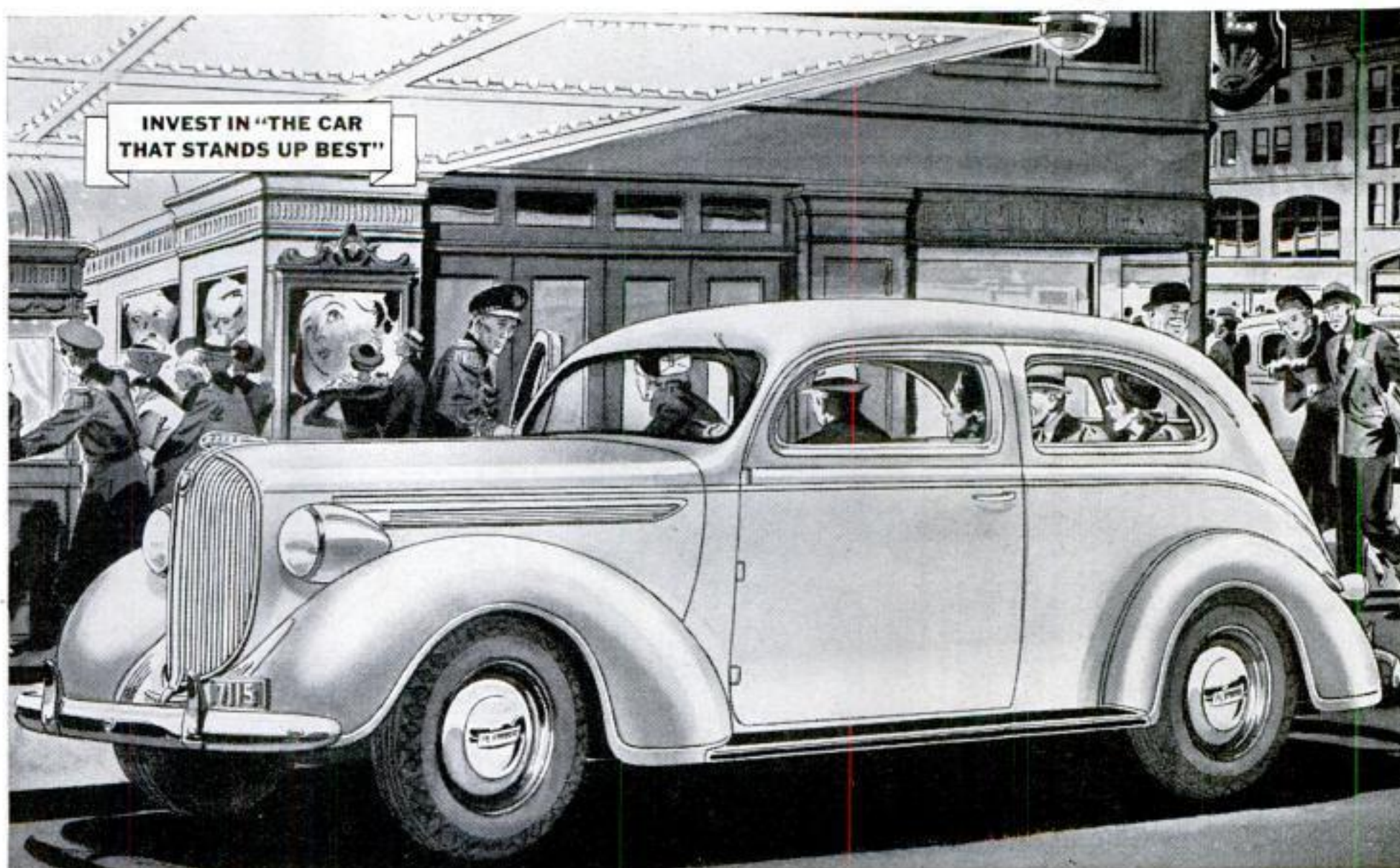
➡ This great Plymouth has an amazing new ride that is the year's sensation in the lowest-price field.

➡ Of the 3 leading lowest-priced cars, Plymouth "Roadking" is nearly 7 inches longer than one; and more than 10 inches longer than the other.

➡ All Plymouth models have the same big, 82-horsepower, "L-head" engine giving full power and economy.

➡ Plymouth has always had the highest resale value of "All Three"...it's "the car that stands up best."

➡ Easy to own: your present car will probably represent a large part of Plymouth's low delivered price; balance in low monthly payments.



THE GREAT Plymouth "Roadking" is the big news of the lowest-price field...because of its amazing new ride and the big *advantages* it offers on every count.

Plymouth assures you of greater *comfort* with new "live" rubber body mountings, airplane-type shock-absorbers and restful, "radio studio" sound-proofing.

And you are better *protected* with Plymouth's all-steel body, its big, double-action hydraulic brakes and Safety Interior.

Call your nearby Plymouth dealer for a demonstration today. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

PLYMOUTH
"Roadking" \$685
5-PASSENGER SEDAN

—"Detroit delivered price," including front and rear bumpers and bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Plymouth prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included. Convenient time payments.

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. D. S. T.

PLYMOUTH BUILDS GREAT CARS **THE "ROADKING"**
THE "DE LUXE"

This One



WORN-OUT SOCKS AND NEW SHOES?

by don herold

● This is not a sock ad. However, I use socks to make a point—in regard to inner tubes.

I want to talk about the terrible mistake a lot of motorists make by putting tired old tubes into brand-new casings.

IT DOESN'T
MAKE
SENSE



You wouldn't slip a pair of horribly old socks inside a pair of shiny new shoes, nor would you drain the oil out of your old car to put into a brand-new one. Well, putting old tubes back into new casings is about the same kind of nonsense.

It's a natural mistake to do it, because the old tubes still hold air, and they don't show their age and weakness. But every tire man knows that by the time a casing has worn smooth, the tube inside it has lost its gimp. It is tired out with the thousands of flexings it has had, and with the heat it has had to endure.

The poor old tube is likely to let go ker-blooeey! and ruin the new casing any minute.

GIMME NEW
KELLY TIRES
AND DON'T
FORGET
NEW
TUBES



New Kelly tubes cost so little (less than one-fifth the price of the new casing) that it is well worth while—as *safety insurance*—to buy them as an *essential part*, which they positively are, of a new Kelly tire.

I've told you of the carbon-black mixing process which gives Kelly *Armorubber* casings such a tough, long, mile-eating life. Kelly tubes are a match in toughness for Kelly casings.

Kelly's reputation for quality has attracted a fine class of friendly dealers. Find one when you need tires.



KELLY Springfield
TIRES
DEPENDABLE FOR 44 YEARS

LETTERS TO THE EDITORS

Railroading

Sirs:

I congratulate you upon the splendid presentation of "Railroading" in your issue of May 2. It is a pictorially superb exposition of a red-blooded basic industry—one that is giving a safe, dependable, fast service despite financial difficulties, tax collectors, politicians, *et al.* Long may the sweet music of locomotive whistles reverberate across the land.

FRANKLIN M. GARRETT

Atlanta, Ga.

Sirs:

Although I retired from running a locomotive 36 years ago (Union Pacific), your photos of the Southern's Charlotte Division are so realistic and vivid that I feel that I could climb into the engine cab on page 54 and pull the *Spinning Wheel* train over the entire Charlotte Division today, without a mishap. For 36 years I have realized that my enthusiasm for journalism, for which I left the engine cab, spoiled a good engineer to make a poor editor and farmer.

BERT HUFFMAN

Delburne, Alberta, Canada

Sirs:

The enclosed print (*see cut*) shows Southern Railway passenger engine No. 1397, featured in your very illuminating description of the operations of



SOUTHERN RAILWAY'S No. 1397 AT HIGH POINT, N. C.

Southern's Charlotte Division. It is pulling Southern local passenger train No. 46 north on April 1, 1938, through a two-mile cut now under construction as a WPA project in this city for elimination of grade crossings. Interest in this picture, made incidentally in pouring rain, is that this was the first passenger train through this cut. Of further interest is the fact that No. 46 was removed from service on April 22 due to lack of patronage after some 25 years of service.

T. C. KIRKMAN

High Point, N. C.

Sirs:

Many thanks for "Railroading." However, in respect to nose-pinching, it is usually a signal to the train crew that a car has a "hot-box," a heated or burning journal at an axle. On a moving train sometimes it is possible to smell the overheated journal. As the train speeds along, the stench is wafted back to the caboose cupola. A 100-car train has 800 journal boxes!

PAUL F. LANING

Willoughby, Ohio

● On some parts of the Southern, nevertheless, the nose-pinching may indicate the siding of a fertilizer plant. Unofficial railroad signals vary so widely from road to road that even trainmen admit they cannot always understand them. For a good example, see the following letter.—ED.

Sirs:

While reading the description of the hand signals you mentioned, I was reminded of an incident that occurred on the Chattahoochee Valley Railway Co. at Bleecker, Ala., several months past. A local freight pulled into the station and was going to spot a car on the team track for unloading. The brakeman placed his thumbs in his ears and began wiggling his fingers at the engineer. The engineer, a young man, not well acquainted with the road signals, stopped the engine and began descending from the same exclaiming, "Ain't no man going to call me a jackass."

DONALD COGDELL

Bleecker, Ala.

Abstract Art

Sirs:

What do you mean by presenting those abstractions (pronounced aberrations) as Art (LIFE, May 2)? I think they are the product of insanity and as such you should have announced them.

The "connoisseurs" who pay such exorbitant amounts for horrid things like these should be obliged to eat them, frames and everything.

And another thing. Re the Movie of the Week, *Un Carnet de Bal*, I think the story is silly. I have seen many French pictures and they are all rotten. If Dr. George Gallup could make a survey on what America wants as regards pictures,

Hollywood would know what to do. In the meantime, keep up the good work, Hollywood.

CARLOS LÓPEZ

Havana, Cuba

Sirs:

For the past two years I have been studying art here at the University and not until I read your May 2 issue could I admit I saw anything in abstract art. The clear and basic manner in which you presented your material deserves real credit.

ARNOLD NEWMAN

Student Asst. of Art Dept.

University of Miami
Coral Gables, Fla.

Sirs:

If the things in George Braque's picture puzzle on page 44 have an undulating rhythm, I'll take Mae West.

BETTY KELLEY

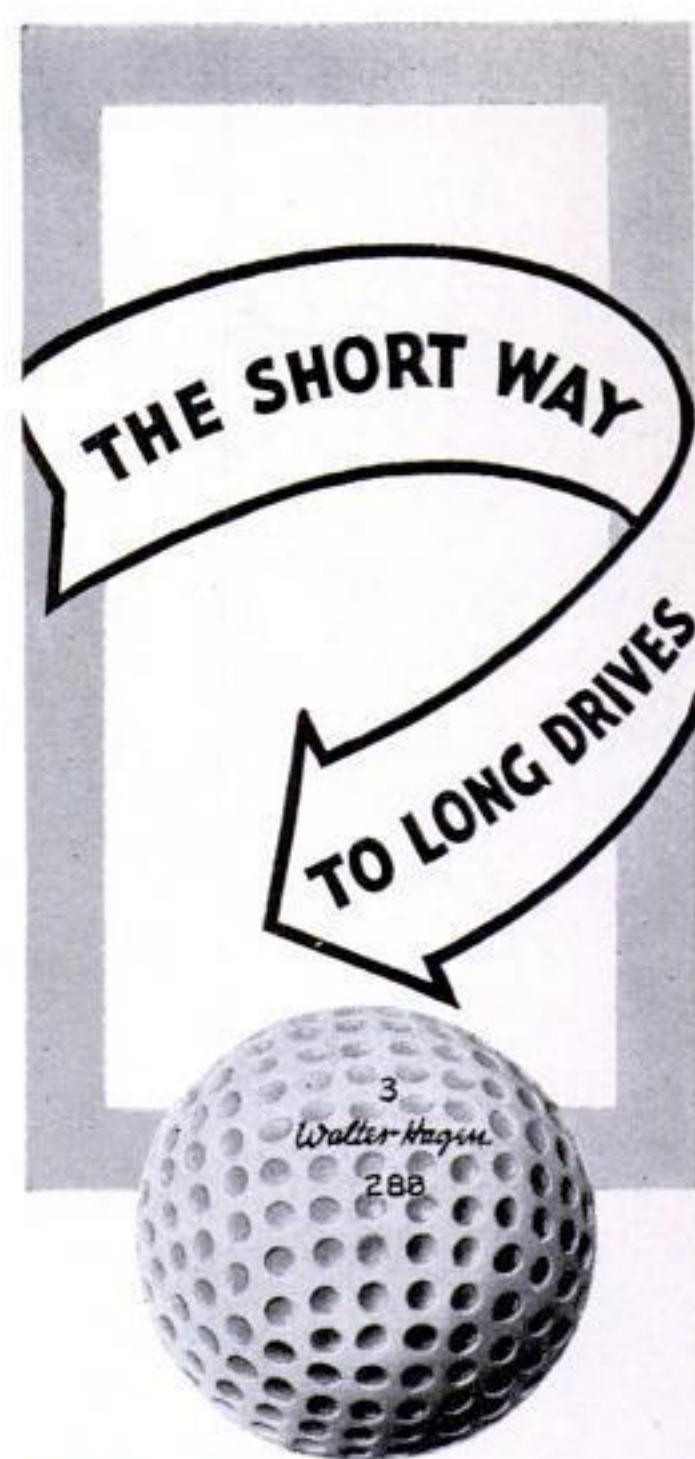
Detroit, Mich.

Pershing Recognized

Sirs:

Boundless thanks for the honest and able piece on General Pershing on page 9 of your May 2 issue.

As a student of and participant in The First World War, or Dress Rehearsal, I have always been appalled by the country's apathy, and even enmity, toward this great-charactered American soldier. What an ironic commentary on our be-



HAGEN
288

You'll like everything about the new Hagen 288. You'll particularly like its ability to get you *DISTANCE*! This is the ball you're hearing so much about. It's the long-sought-after, long-distance ball—the dream of every golfer. It's the season's definite short cut to long drives.

Developed in the Hagen laboratories, the Hagen 288 has a cover of just the precise minimum thickness. Then, by special Hagen equipment and under unusually high tension, the highest grade pure para thread is applied to the core.

In other words, from cover to core, "distance" is engineered right into the entire structure of this ball. Whack one out and know the keen joy of a longer, sweeter, truer drive.

Try a Hagen 288 on your very next round. As a distance-getter this ball is dynamite!

The Hagen 288 is recommended for low handicap and tournament players, 75c each.

For genuine toughness, play the Hagen Vulcrod, 75c each.

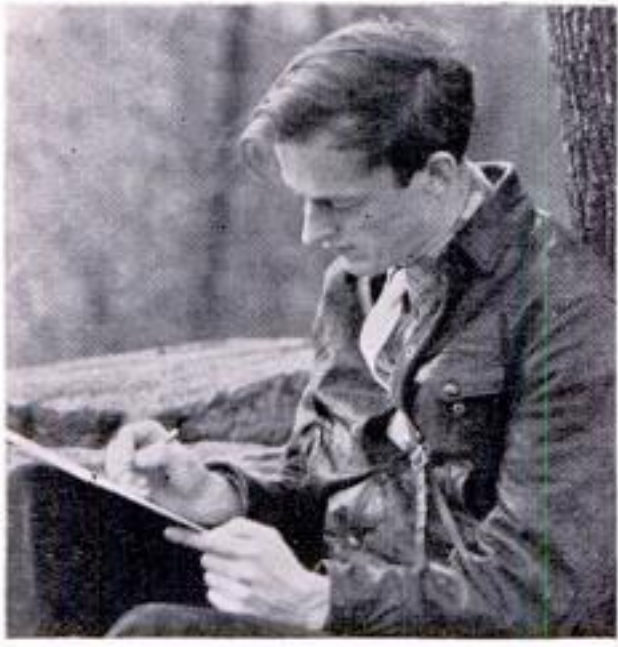
Other Hagen Golf Balls 25c—35c—50c.

From your professional or dealer

THE L. A. YOUNG GOLF COMPANY
DETROIT, MICHIGAN



LIFE'S PICTURES



Roger Tory Peterson, who did the bird paintings on pages 27-30, is only 29 but he is Director of Education of the National Association of Audubon Societies and the author of a modern bird classic. His *A Field Guide to the Birds* (Houghton Mifflin), published four years ago, still sells 5,000 copies a year. The photograph above was taken by Mr. Peterson's pretty young wife whose great-great-great-great-great-grandfather was George Washington's uncle.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

COVER—SCOTTY WELBOURNE
 4—ACME—ACME, JEROME ZERBE, INT., A. P.—JEROME ZERBE (2), A. P.
 5—ACME, P. I.—JEROME ZERBE
 7—ACME—JEROME ZERBE, ACME—A. P.
 11—FRANCE PRESSE from P. I.
 12, 13—P. I.—P. I. A. P., VOIR from P. I. (2)—P. I. (2), DEPASCAL from P. I., W. W.
 14—A. P., INT.—P. I., KARGER-PIX—INT., W. W.
 15—A. P.
 16—P. I.—A. P.
 17—GEORGE STROCK
 18, 19, 20, 21—CAPA-PIX
 22, 23—OMAR-PANCOAST GOSLIN
 24—ARTHUR GRIFFIN, A. P.—INT.
 25—INT., BURKE & KORETKE—INT., PETER STACKPOLE, KAUFMAN & FABRY
 26—W. HUBERT LUKENS—ALLAN D. CRUICKSHANK from THE NATIONAL ASSN. OF AUDUBON SOCIETIES
 27, 28, 29, 30—ROGER TORY PETERSON
 31—BIRD MAP by ROGER TORY PETERSON—cen. U. A. A. ALLEN from THE NATIONAL ASSN. OF AUDUBON SOCIETIES
 32, 33—P. I. exc. cen. rt. p. 33 © BERTRAM PARK from W. W.
 34—D. V. from BLACK STAR
 39—COURTESY MAY YOHE (2), BROWN BROTHERS—COURTESY MAY YOHE exc. cen. HAROLD A. WOLFF—HAROLD A. WOLFF
 40, 41—KENNETH HEILBRON
 42—W. W.—A. P.—A. P.
 47—PETER STACKPOLE—KUHLE PHOTO
 48—A. P.—KUHLE PHOTO, GORDON J. RYNDERS—GORDON J. RYNDERS, KUHLE PHOTO
 49—PAUL BROWN exc. rt. STANFIELD'S STUDIO
 50—U. & U.
 51—U. & U. AND ARTHUR MURAY
 52—GUSTAVE DORÉ courtesy LEWIS MUMFORD—courtesy METROPOLITAN MUSEUM OF ART
 53—MARGARET BOURKE-WHITE—EWING GALLOWAY
 54—K. L. M.—courtesy METROPOLITAN MUSEUM OF ART
 55—FAIRCHILD AERIAL SURVEYS, INC. exc. inset courtesy U. S. HOUSING AUTHORITY
 56, 57—AEROFILMS LTD. from P. I. exc. rt. p. 57 MCLAUGHLIN PHOTO SERVICE—EWING GALLOWAY—EWING GALLOWAY
 58—COURTESY FARM SECURITY ADMINISTRATION—CHAS. F. DOHERTY
 59—AEROFILMS from EWING GALLOWAY—courtesy U. S. HOUSING AUTHORITY
 60, 61—PAUL DORSEY—MACJULIAN from WARNER BROS., WARNER BROS.
 62—MACJULIAN from WARNER BROS.
 64, 65—WARNER BROS.
 66, 67, 68, 69—CARL M. MYDANS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD

loved country that his brilliant victories over the conniving Clemenceau and Lloyd George to assure the unity of our Expeditionary Force should be either unknown or unpraised, and that 20 years later, by standing off the old man with the scythe, he is suddenly greeted with reverence and even affection.

But I suppose, to coin a badly-needed phrase, better late than never.

LEONARD HALL

Journal and American
 New York, N. Y.

Only Four Generals

Sirs:

You say that John J. Pershing is the fourth permanent full general in United States Army history. While in the *Encyclopædia Britannica* under John Joseph Pershing it says he is the fifth general in United States Army history, naming Washington, Grant, Sherman and Sheridan before him.

RUSSELL BREHM

Lincoln, Neb.

● Washington held his commission as general from the Continental Congress. The Founders of the Republic frowned on anything which smacked of a military caste and it was not until the Civil War that the first permanent general (Grant) was commissioned in the U. S. Army.—ED.

Palace's Surroundings

Sirs:

On page 51 of the May 9 issue of LIFE appears a picture of the Mellon Institute in Pittsburgh bearing the caption: "... a Grecian palace standing in the midst of a hodgepodge of Gothic churches and ugly commercial buildings." The picture was taken from the Cathedral of Learning of the University of Pittsburgh which, although often referred to as "the height of ignorance" by students of nearby Carnegie Tech, is neither church nor ugly commercial building.

ERWIN S. BOAL

"Pitt," Med. '40

Freedom, Pa.

Sirs:

You might have at least mentioned that the Cathedral of Learning of the University of Pittsburgh was used to hold the camera up in the air. The Cathedral of Learning has some grass around it, which is more than you can say for your old Rockefeller Center.

ORLO G. MCCOY

Med. '40

Pittsburgh, Pa.

Files and Convicts

Sirs:

I was wondering if the pictures of the escaped convicts on page 69 of your April 25 issue were placed there to testify to the merits of Nicholson files whose advertisement appeared on the same page. Whether this ad was intentionally placed there or not I think it was very amusing.

VIC KLING

Akron, Ohio

● Very amusing but very unintentional.—ED.

Rightest Thing

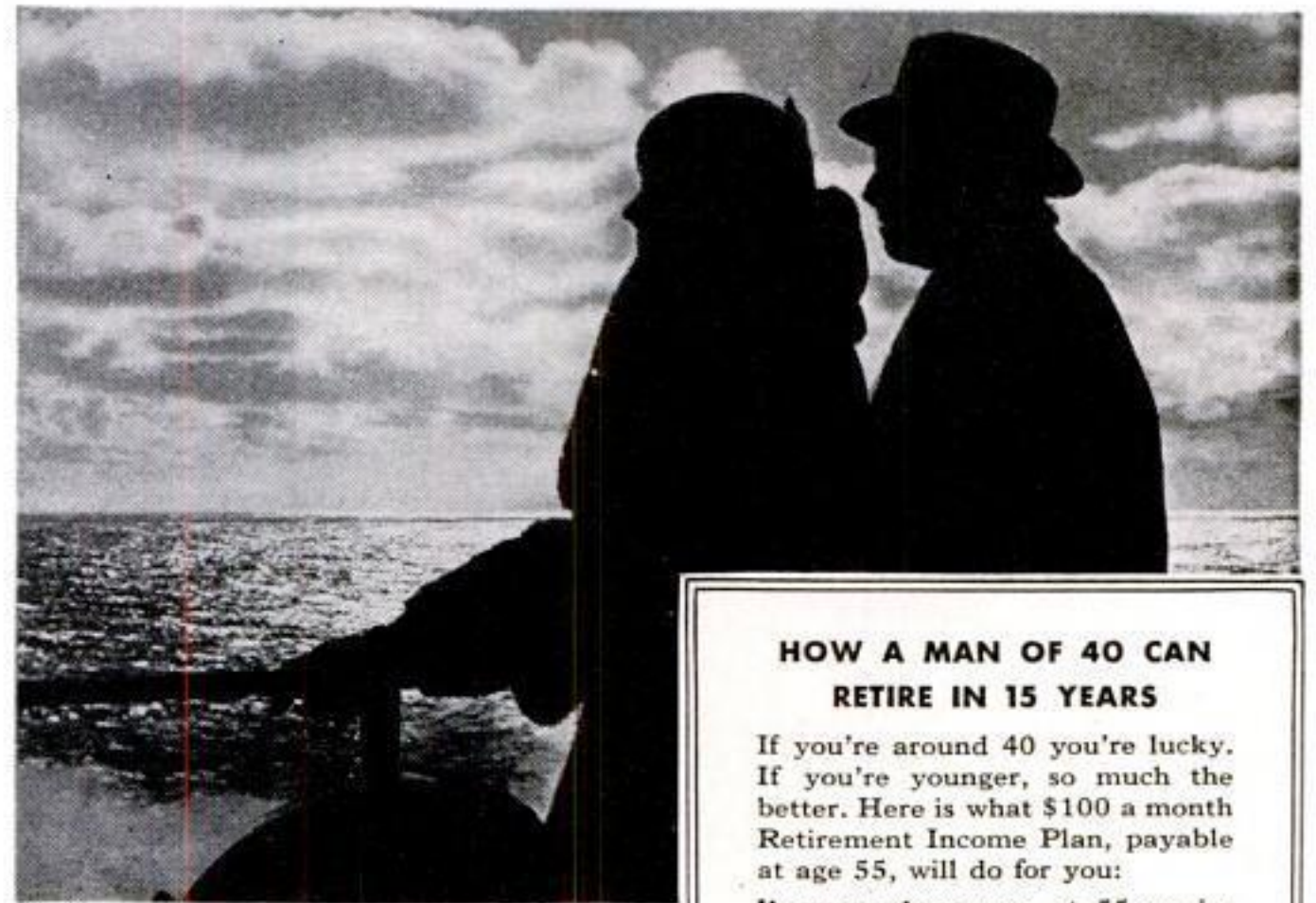
Sirs:

Thank you, LIFE, for printing the picture of the Jewish lawyer who defended the Nazi boy, after the Manhattan riot (LIFE, May 2). It's the finest thing I've ever heard of. It was the rightest thing and the most Christian thing; I only wish you'd made a full page splurge of it.

ELIZABETH VIRGIL

Evanston, Ill.

You don't have to be rich to RETIRE ON \$200 A MONTH



HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

If you're around 40 you're lucky. If you're younger, so much the better. Here is what \$100 a month Retirement Income Plan, payable at age 55, will do for you:

It guarantees you at 55 an income of \$100 a month for life. If you are insurable, additions can be made to your plan by which—

It guarantees in case of your death before 55, a Cash Payment to your beneficiary of \$10,000. Or a monthly income for life.

It guarantees in the event of permanent total disability before age 55, a Monthly Income for you.

The Plan is not limited to men of 40, nor the income to \$100 a month. And you can retire at 55, 60, or 65.

Mail coupon below for free illustrated booklet.

"I'LL DRAW an income of \$200 a month for the rest of my life, as soon as I retire," said a certain man talking of his future plans.

"How can you manage it?" asked another man.

"It's easy," said the first man. "I'm buying a Retirement Income on the installment plan. My income of \$200 a month begins when I reach retirement age, and it's guaranteed for life. And I get it whether I quit work or not."

"What's more, if I should drop out of the picture before my retirement age, my wife would get a regular monthly income for life."

"That sounds good," said the other, "but what if you're totally disabled, and can't make your payments?"

"I don't have to worry about that either. If, before I reach 55, serious illness or accident stops my earning power for six months or more, then—so long thereafter as I remain disabled—I don't have to pay any premiums that fall due, and I'll get a Disability Income, also."

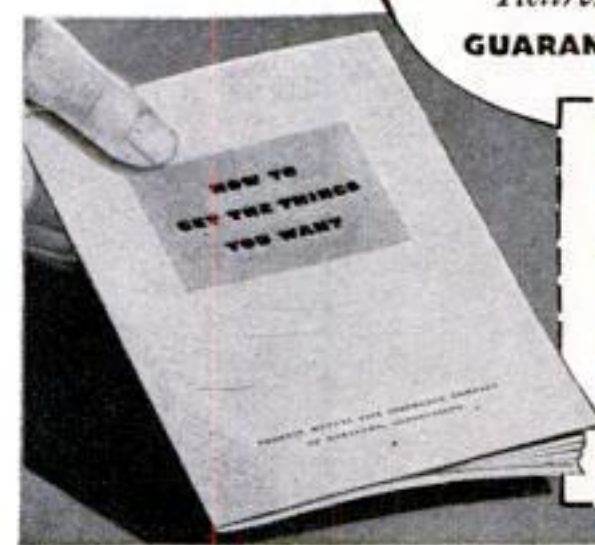
"Fine. Can you tell me how much this new Retirement Income Plan

you speak of would cost me?"

"How much you need to save each month depends on how old you are, when you want to retire, and the size income you want."

"Why don't you write for the booklet about the Phoenix Mutual Retirement Income Plan? They will mail you a copy free. It tells all about how the plan works and what you get."

Here's your chance to find out how simple it is to retire at 55, 60 or 65 on a guaranteed monthly income for life. Send for your copy of this booklet today. No cost. No obligation. The coupon below is for your convenience.



Phoenix Mutual Life Insurance Company
 289 Elm St., Hartford, Conn.
 Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____

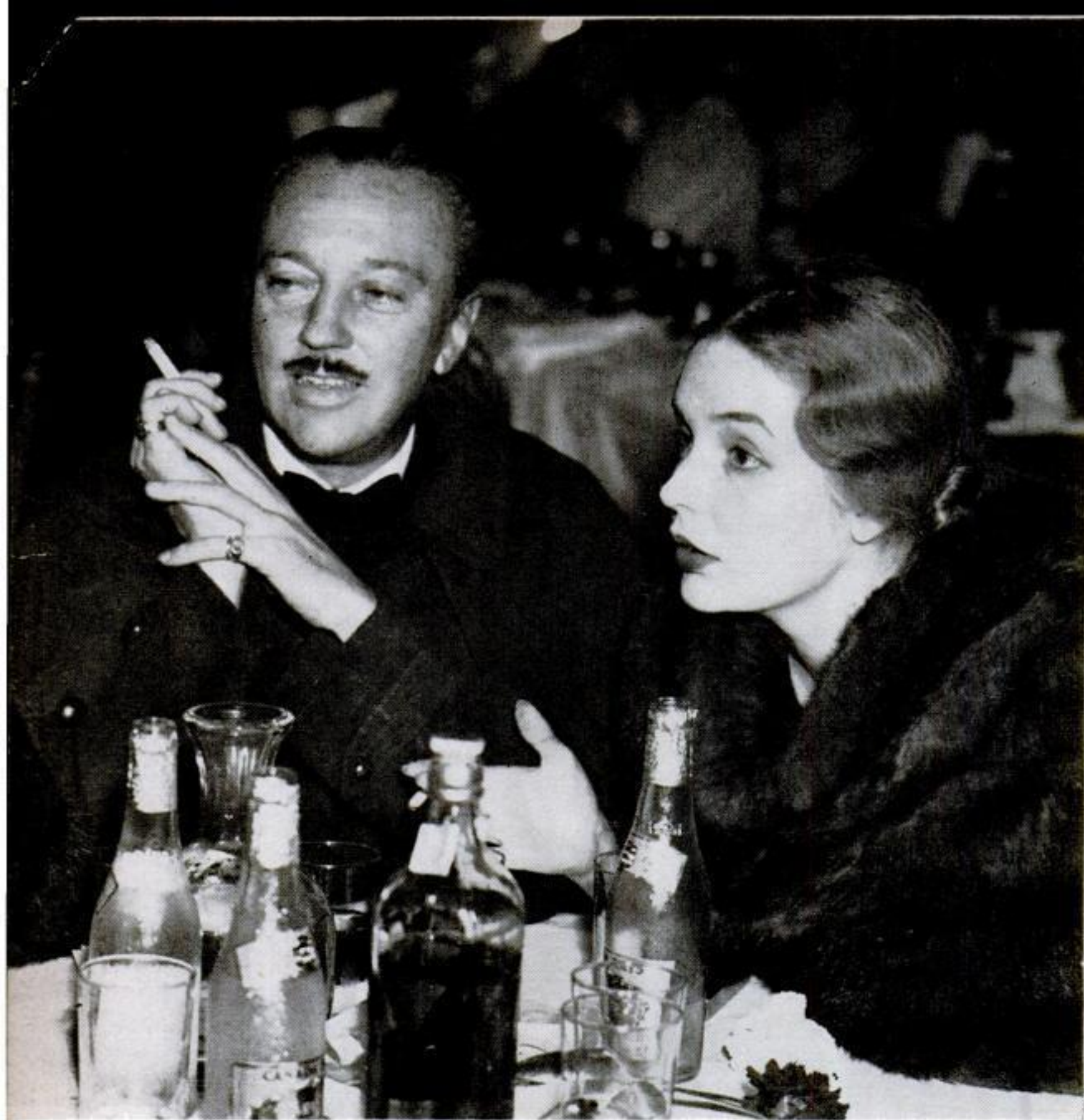
Date of Birth _____

Business Address _____

Home Address _____

SPEAKING OF PICTURES

THESE ARE NEW YORK GLAMOR BOYS



Dean of Glamor Boys is William Rhinelander Stewart who has the most gracious manners, the most admired clothes and the most beautiful wife in cafe society. Scion of an old New York family, graduate of Groton and Harvard, Mr. Stewart has gone fishing with President Roosevelt on Vincent Astor's *Nourmahal*. His wife is the former Mrs. Allan A. Ryan, Jr.

Errol Flynn who appears on the cover and on pages 60-65 may be Hollywood's most authentic Glamor Boy but he is vastly different from the Glamor Boys of New York cafe society. In that gay and restless group, a Glamor Boy is a special kind of gentleman. The term has been pinned on him by Maury H. B. Paul who, as Cholly Knickerbocker, is the New York *Journal and American's* society expert. On these pages are some New York Glamor Boys.

Unlike Hollywood's, Mr. Paul's Glamor Boy need not be young, nor handsome, nor able to stir ladies' hearts without half trying. He is often in his forties. His hair may be thin, his paunch apparent. But he has charm, he is amusing and reasonably intelligent. Although his habitat is high society, he is democratic. He is attractive to and attracted by women. Some Glamor Boys work fairly hard, some are not wealthy, but none has to sing for champagne because Glamor Boys are definitely in the champagne economic level. Their common denominator is that they live up a party.

Mr. Paul has deplored the use that hostesses make of Glamor Boys—always pairing them with Glamor Girls. While this makes for good parties, it keeps Glamor Girls from meeting eligible men who, though not glamorous, make desirable husbands. "What chance," mourns Mr. Paul, "have Glamor Girls to secure a husband if they're not given new material to work on?"



Amiable, good-looking is Milton ("Doc") Holden, an ex-grocer boy from New Jersey whose ex-wife is rich Fifi Widener of Philadelphia. He is partner in a broker's firm.



A Glamor Boy's ex-son-in-law is handsome Larry Doyle whose ex-wife is the daughter of Charles Munn (below right). Like many Glamor Boys, Doyle is in stocks & bonds.



A real-estate broker, Lytle Hull works so hard at his job that he is seen far less frequently in cafe society's favorite cafes than are most of his fellow Glamor Boys.



A former governor of the New York Stock Exchange, Bertrand L. Taylor is one of the wealthier Glamor Boys, having inherited a big paper fortune. He throws fine parties.



A jeweler, Jules Glaenzer (above, with Loretta Young, film actress) is vice president of Cartier's. Rich and social, Mr. Glaenzer has been twice married and divorced, is an excellent dancer and has a great flair for arranging parties.



A stockbroker, Richard B. W. Hall (above, with Mrs. Harold Talbott), inherited a quarter of a million dollars from his ex-wife's father, Mortimer L. Schiff. He has a nice sense for clothes, good sense of humor and a poker face.



A dog-racing tycoon, Charles Munn of Philadelphia, Paris and Florida has grown wealthy from his share of Florida and European greyhound tracks. Good-looking, he is considered Palm Beach's best host and most eligible bachelor.



A top-notch golfer, T. Suffern Tailer, twice Metropolitan Amateur Golf champion, is barred from some Glamor Boy lists because he is young (only 26), devotedly married and almost invariably seen in the company of his wife, George F. Baker's daughter. By some definition, a Glamor Boy is one who is seen as often without his wife as with her.

A younger member of the Glamor Boy set, whose youth makes him a questionable candidate, is rich Alfred Gwynne Vanderbilt, shown below with one of the top Glamor Girls, Eleanor Young. Young as he is, Mr. Vanderbilt is as gentlemanly, friendly, well-dressed as any of his elders. His horse-breeding farm in Maryland was shown in last week's issue of LIFE.



The original Glamor Boy was Edward of Wales, now the Duke of Windsor. The Glamor Boys of today follow fairly closely in his steps as regards charm, humor, attractiveness. Since he became the Duke of Windsor and the husband of Wallis Simpson, Windsor has, of course, removed himself both physically and spiritually from the glamor group.

The grocery business occupies the daylight time of Eddie Reeves, nephew of the man who founded the New York chain of Daniel Reeves stores. Rotund, good-humored, a smooth dancer, Eddie is so intensely friendly that everybody likes him. He is an able and hard-working business bachelor. Unlike most Glamor Boys, Eddie Reeves has never been married.





Reverend and Mrs. W. E. Pugh

Tune up your appetite sings Mrs. Pugh, as she and her husband plan how to spend her big cash prize. Mrs. Pugh emphasized the economy of ROYAL CROWN Cola in her prize-winning statement. And maybe that's a good tip for you.



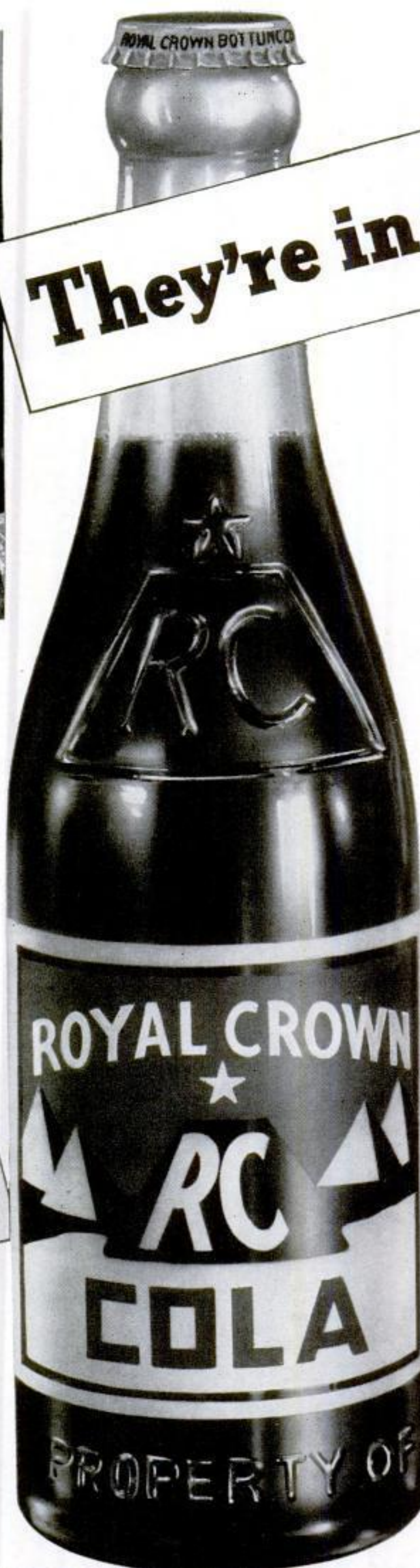
Mrs. Hessie W. Reynolds

She got a thrill when the ROYAL CROWN REVUE announced her a prize winner. Mrs. Reynolds prefers ROYAL CROWN to all other cola beverages because of its wholesome refreshment and modest cost.



Tim and Irene

Ladies and gentlemen of the thirst audience—music—and another Friday night broadcast of the ROYAL CROWN REVUE is on the air. Tune in for tips on how to win and hear the names of the eleven top winners in each week's contest. George Olsen supplies the music, Graham McNamee is the salesman, and Tim and Irene, the fun-makers, do . . . well! . . . tune in and hear!



They're in the Money!

Here are some more cash winners in the ROYAL CROWN Weekly Contest—winners not only of money *but enjoyment, too!* For, in making friends with ROYAL CROWN they discovered a wholesomely refreshing cola beverage with the added economy of two full glasses in each 5c bottle. If you have not won a prize in the ROYAL CROWN Contest, by all means try again! Every week, until September first, \$2,000 in cash prizes is being given away. A first prize of \$1,000; ten second prizes of \$50 each; and fifty third prizes of \$10 each. To enter the contest, simply complete in 25 words or less this sentence: "I like ROYAL CROWN Cola BEST because . . ." Mail your statement with a ROYAL CROWN metal bottle cap (or facsimile) to ROYAL CROWN Cola, Columbus, Ga. Send as many entries as you wish for each week's contest. Get a Contest Folder at your soft drink store for further details. And for good tips on *how to win*, listen to the ROYAL CROWN REVUE every Friday night over the NBC coast-to-coast network.



L. T. Babcock

Just tickled to death! That's farmer-fisherman Babcock with his prize check. He likes ROYAL CROWN Cola because of its delicious flavor.



Mr. H. F. Lewis

Here's that man again—Mr. Lewis, who heads the judging staff of Reuben H. Donnelley Corp. Donnelley handles the ROYAL CROWN Contest and picks the winners. So don't get sore at ROYAL CROWN if you don't win—shoot *Lewis!*



Mrs. Henry Ford, Jr.

"After house cleaning nothing is so refreshing as a cold bottle of ROYAL CROWN Cola," says Mrs. Ford. (No Michigan relatives.)

SPEAKING OF PICTURES

(continued)

"The outstanding member of the Glamor Boys" says Maury H. B. Paul, "is Prince Serge Obolensky—tall, interesting-looking, with typical old-world manners. Dowagers and debutantes alike are charmed by him." This Russian Prince, a good businessman, has helped Vincent Astor make the St. Regis a highly successful hotel. Below, Obolensky is shown charming various well-known partners.



WITH MRS. HARRISON WILLIAMS AND A DRINKING HORN



WITH MRS. JAMES ROOSEVELT



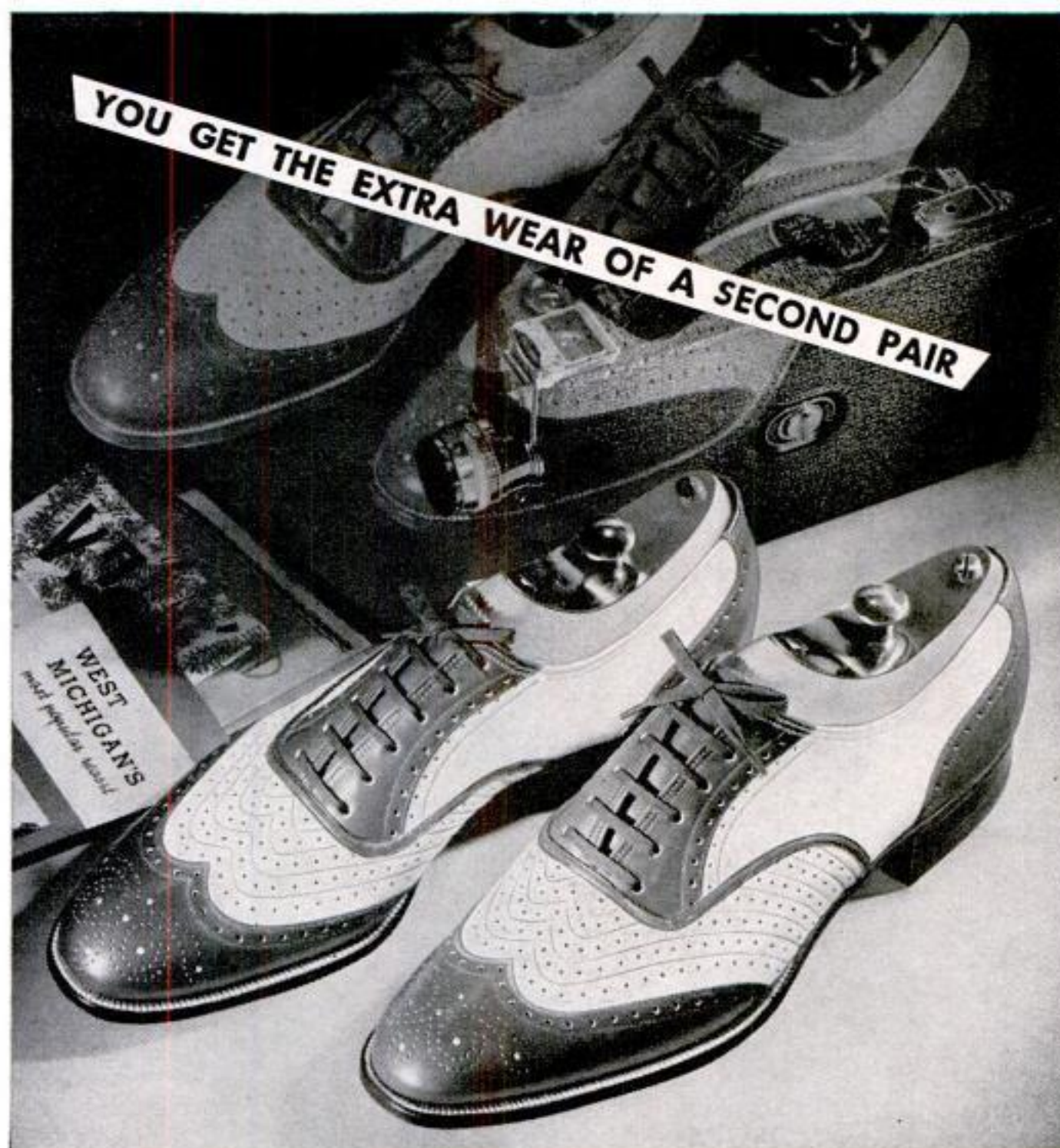
WITH MRS. A. BIDDLE DUKE



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They cost you less
BY THE MONTH OR THE MILE

The end of the trail to an ordinary shoe is only midway to a Florsheim. Florsheim Shoes are built to give "the extra wear of a second pair" . . . to step-up shoe mileage and step-down your footwear expense. For almost fifty years Florsheim has led the world in fine shoemanship . . . has set the pace in volume and value. We've done it by putting more *into* Florsheims so you'd get more *out* of them and pay *less* for your shoes by the month or the mile! Style illustrated above, The EMBASSY, S-788, in genuine white buckskin with brown calf trim. Ventilated pattern is registered for your style protection. Retails at \$10.

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Sandy Discovers

Southern Pacific's New Economy Trains to California



Sandy, the bargain-hunting Scot, is singing new words to an old song these days! He's discovered our twin economy trains to California: the friendly *Californian* to Los Angeles and *San Francisco Challenger* to San Francisco—two of seven brand new trains placed in service by Southern Pacific last year.

To give you an idea of how cheaply you can travel on the *Californian* and *San Francisco Challenger*, the chair car fare from Chicago to California is only \$39.50, seven table d'hôte meals en route \$2.05, total \$41.55. In tourist sleeping cars, the fare from Chicago to California is \$49.90, lower berth \$8.50, all meals \$2.05, total \$60.45. And there's a big reduction on round trips.

NOTE: Fares and meal prices given here were in effect at the time this magazine went to press. Slight changes may have been made since.



MEET LAURINE JACOBSEN, one of the gracious stewardess-nurses on SP's *Californian* and *San Francisco Challenger* to California. She's a registered graduate nurse, has a sunny smile and knows how to make people comfortable.



90¢ A DAY buys three good meals on the *Californian* and *San Francisco Challenger*! Breakfasts are 25¢, luncheons 30¢ and dinners 35¢. A typical dinner menu includes meat or fish, potatoes, bread and butter, and coffee, tea or milk.



NO MEN ALLOWED in this chair car. It's reserved for women and children exclusively. All cars on the *Californian* and *San Francisco Challenger* are air conditioned—delightfully cool and clean no matter how hot it is outside.



TOURIST BERTHS on the *Californian* and *San Francisco Challenger* are the same size as standard Pullman berths but cost about half as much. Soft mattresses. Porter service. (There's also a big lounge car for tourist passengers.)

HOW TO SEE TWICE AS MUCH OF THE WEST

The little map at the left shows Southern Pacific's Four Scenic Routes to California. By going west on one of these Routes and returning on another one, you see *twice as much* of California and the West as you would by going and returning on the same route. You'll ride the West's finest—from economy trains to the swankiest streamliners.

FREE TRAVEL SERVICE. For Southern Pacific's illustrated travel guide, *How to See the Whole Pacific Coast*, and folders describing the new *Californian* and *San Francisco Challenger*, write O. P. Bartlett, Dept. LE-5, 310 South Michigan Avenue, Chicago. He will also send you a post card to mail if you wish a detailed itinerary, with costs. No charge for this service. No obligation.

SOUTHERN PACIFIC



THE WEST'S GREATEST TRANSPORTATION SYSTEM

Vol. 4, No. 21

LIFE

May 23, 1938

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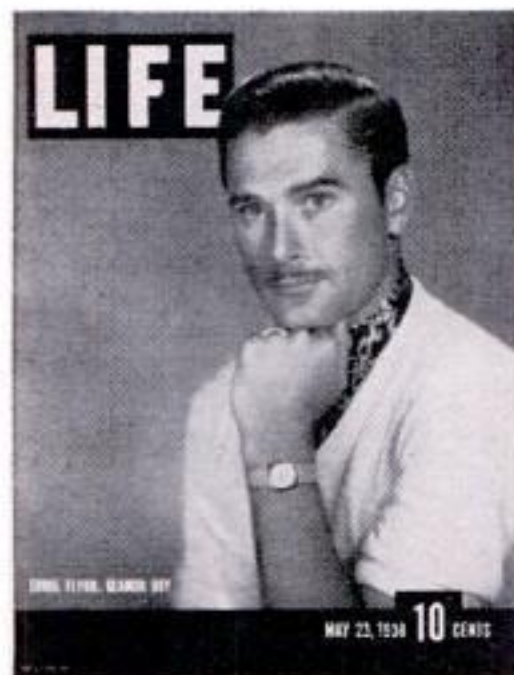
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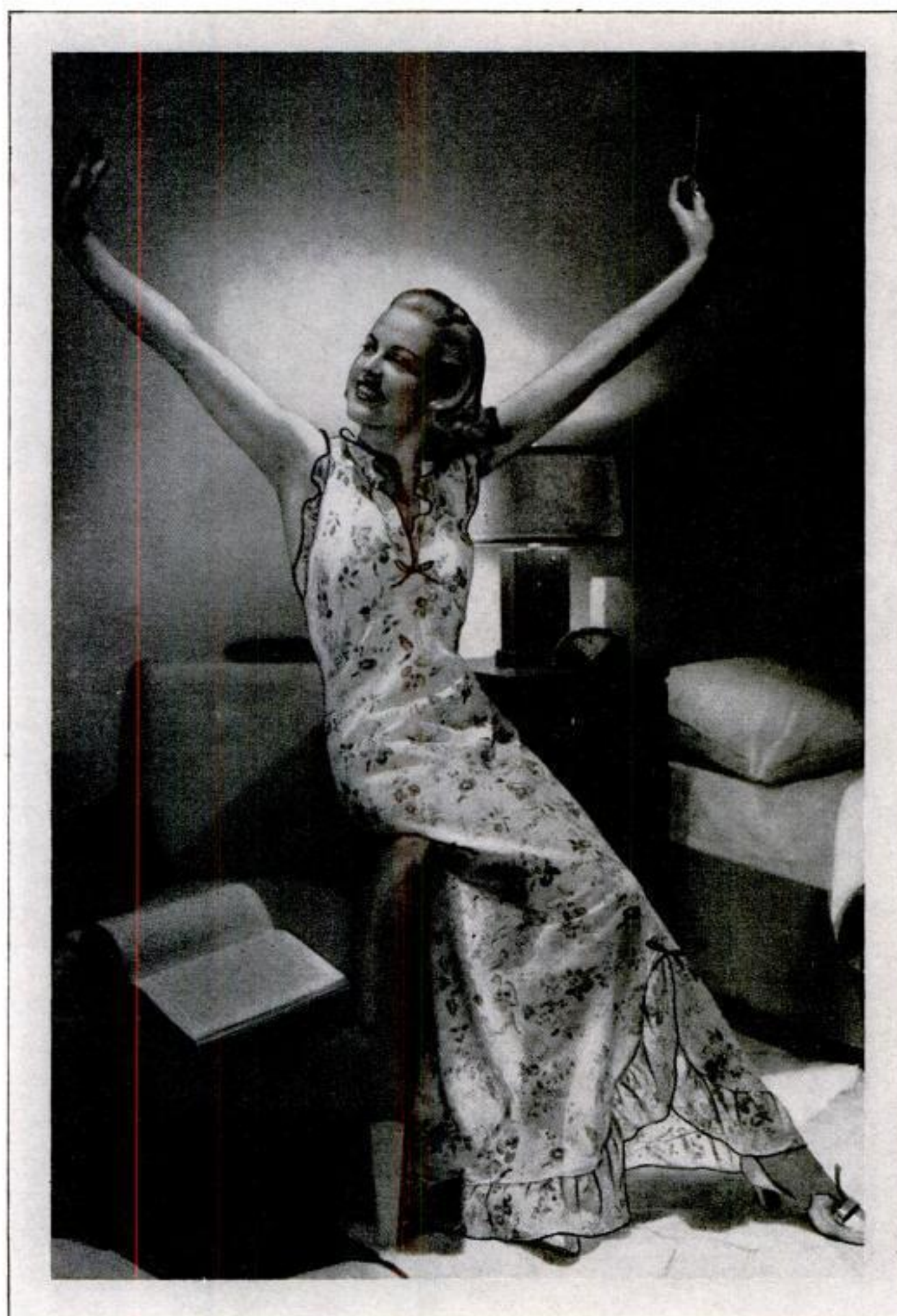
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LIFE'S COVER: Errol Flynn is the star of the \$2,000,000 movie, *The Adventures of Robin Hood* (see p. 60). It is Flynn's biggest role to date and one for which his temperament well suits him. Flynn is a Glamor Boy, as truly as any of the Glamor Boys on pages 4-7, not by virtue of a synthetic Hollywood build-up but because of his long career as adventurer, sailor, boxer, gold prospector and author (see p. 64). He annoys Hollywood by refusing to take his movie career in deadly earnest, periodically running away to sail his boat or get into a war.

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CANDID CAMERA SHOTS OF THE NEW FASHIONS



Miss Marian Semler of Long Island says, "After modeling the prettiest, gayest, most flattering night-gowns imaginable—Kayser's 'Kay-Nytees'*—I simply couldn't resist buying four of them for myself!"

"Kay-Nytees" are just frilly bits of pert impudence suavely fashioned like evening gowns! Made of tub-fast batiste in dozens of smart styles... all in gaily-colored exclusive Kayser prints at practically nothing, \$1.00 apiece!

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Just send a snapshot of yourself or a friend, wearing Kayser Spring gloves or hosiery. It's easy—it's fun. You will win 6 pairs of Mir-O-Kleer** hosiery for each snapshot we accept. Snapshots submitted will not be used for advertising purposes without consent. No pictures returned. Address Kayser, Dept. L6, 500 Fifth Ave., N. Y. C. In Canada: Address Kayser, Dept. L6, University Tower, Montreal.

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KAYSER

**TRADE MARK REG. U. S. PAT. NO. 1,969,307

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SMARTEST BUYERS PICK FRIGIDAIRE

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...and save more on Current... Food... Ice... Upkeep

WARNING

DON'T RISK A "BUY" YOU'LL REGRET!

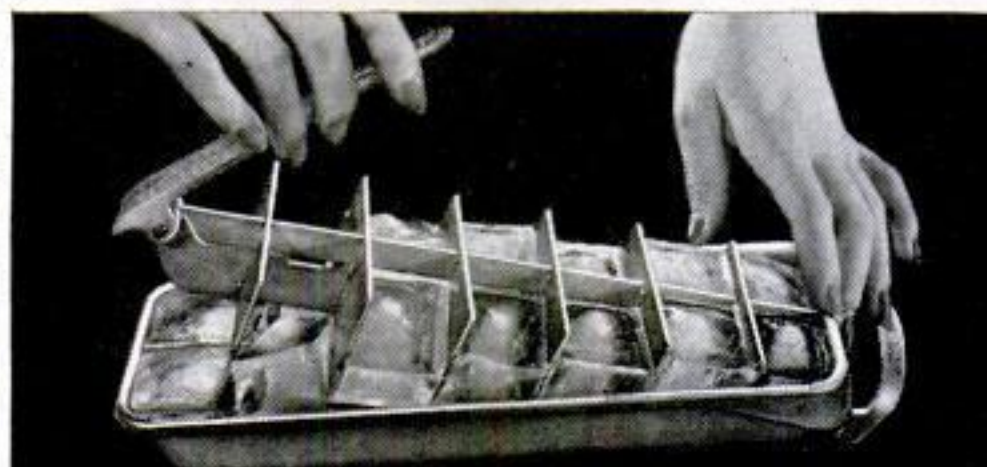
Why take chances on a discontinued model or so-called "bargain" when, for as little as two dimes a day, you get a genuine 1938 FRIGIDAIRE WITH THE EXCLUSIVE METER-MISER! Avoid risking years of high operating bills, food spoilage, ice-famine, service charges! SEE FRIGIDAIRE FIRST... AND SAVE!



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New "Double-Easy" QUICKUBE TRAYS

Only Frigidaire has them. 1. Trays come free at finger-touch. 2. Then only one lever to lift and out come cubes—2 or a trayful! You save 20% more ice—no wasteful melting. Every tray, in every Frigidaire, is this type. No other like it. See PROOF.

SAVE ALL 4 WAYS... ..or you may not save at all!

• What's the good of a "bargain" in the store when it may actually *waste* money in your home?

Ask yourself this sensible question—and you'll know why FRIGIDAIRE is the overwhelming choice of America's smartest buyers. They know it not only *gives* more for every dollar, but *saves* more in ALL 4 WAYS—on current, food, ice, upkeep.

And unless you Save All 4 Ways, you may not save at all! You'd be amazed how some refrigerators that *look* slick and efficient—that *claim* to save you money—may actually waste money through "hidden extravagance". These so-called "bargains" may save a few pennies in one, two, or even three ways, only to waste *dollars* in a fourth way.

Why risk loss, when two dimes a day buys a genuine FRIGIDAIRE that SAVES ALL 4 WAYS and PROVES IT! And brings you up-to-the-minute advantages no other refrigerator can give. Unless you get them, you'll not be getting the full value your money should buy in 1938.

See the PROOF at your Frigidaire Dealer's 4-Way Saving Demonstration—today! PROOF—before your eyes, before you buy—that no other refrigerator, regardless of price, can *give* you so much and *save* you so much as the New 1938 Frigidaire with the Meter-Miser! Frigidaire Division, General Motors Sales Corporation, Dayton, O. . . Toronto, Canada.

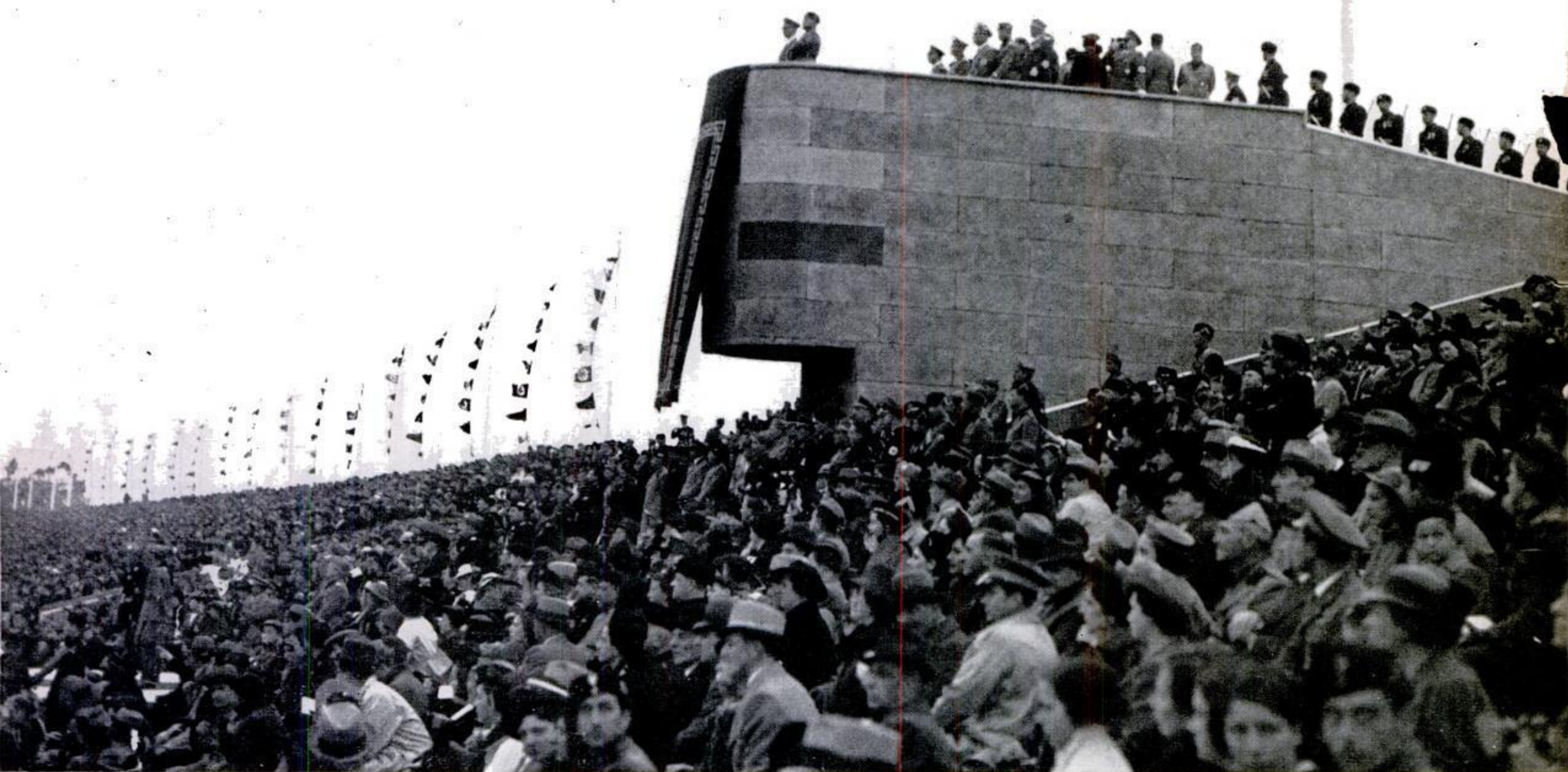
NEW SILENT METER-MISER
NEW "DOUBLE-EASY" QUICKUBE TRAYS
NEW ALL-PURPOSE COLD STORAGE TRAY
—keeps meats safer, fresher, longer.
Stores 100% more extra ice-cubes!

NEW MOISTURE-SEAL HYDRATORS
—keep amazingly larger quantities of fruits and vegetables garden-fresh days longer!

NEW 9-WAY ADJUSTABLE INTERIOR
—magically stores foods of all sizes; shapes, within instant easy reach!

NEW THERMO-SEALED ALL-STEEL CABINET
FOOD-SAFETY INDICATOR ON THE DOOR
MADE ONLY BY GENERAL MOTORS
Plus dozens of other exclusive Frigidaire advantages





TWO LITTLE MEN MEET IN ROME TO SEE A FASCIST SHOW

On May 4, Adolf Hitler (5 ft. 8) and Benito Mussolini (5 ft. 7) stood together on the prow of this ship-shaped reviewing stand in Rome's Centocelle military airport to watch a vast field of young Fascists from 8 to 21 show what they had learned with rifles, machine guns, and light artillery. The toughest of all Fascists, Mussolini's black-gauntleted, black-uniformed personal bodyguard, lined the steps behind them. To nearly 100,000 people who filled the long stands below them the tiny dictators were only distinguishable by the khaki chauffeur's cap that Hitler affects, the black Shriner-type fez that tops Il Duce's official uniform. While they stood thus, massed bands of trumpeters and other musicians totaling 3,000 suddenly burst into Wagner's *Wedding March* from *Lohengrin*.

Next day came an even more impressive display in the Bay of Naples when 190 ships, more than assembled for Britain's Coronation review, gathered in the blue shadow of Vesuvius for Italy's greatest naval review. The climax came with the mass diving of 85 long black submarines which reappeared eight minutes later, still in formation, and at a signal fired an 11-round salute from all their deck guns.

Technically this was Adolf Hitler's return for the state visit that Il Duce paid to Berlin in September 1937. It was planned in detail long before the Nazis

marched into Austria. Actually it was a very expensive gesture to show the world that the fascist dictatorships, if pressed too far, can present to the world the greatest military machine now in existence.

As fireworks and military parades followed each other, democratic observers relaxed. To swallow Hungary, Czechoslovakia and Rumania, Adolf Hitler vitally needs a military alliance with Italy. To get money for the Ethiopian empire is one of several reasons why Mussolini needs the friendship of Britain. All the colored lights and regimented cheering could not disguise the fact that any sort of a German alliance is deeply unpopular with the Italian-in-the-street. Unemotional German officers remember that Italy reneged on one iron-bound military alliance with Germany in 1915, that her soldiers ran at Caporetto, they ran at Guadalajara, and have done none too well since Teruel. There are few signs to prove that they would do any better in another war to further German ambitions.

However the week's celebrations did bring an official promise from Adolf Hitler to respect the Brenner Pass as the "unalterable" Italian frontier, and a most unofficial promise from Il Duce to give Adolf Hitler free rein in Czechoslovakia, though Italian troops would never cross the Alps to help him win it.



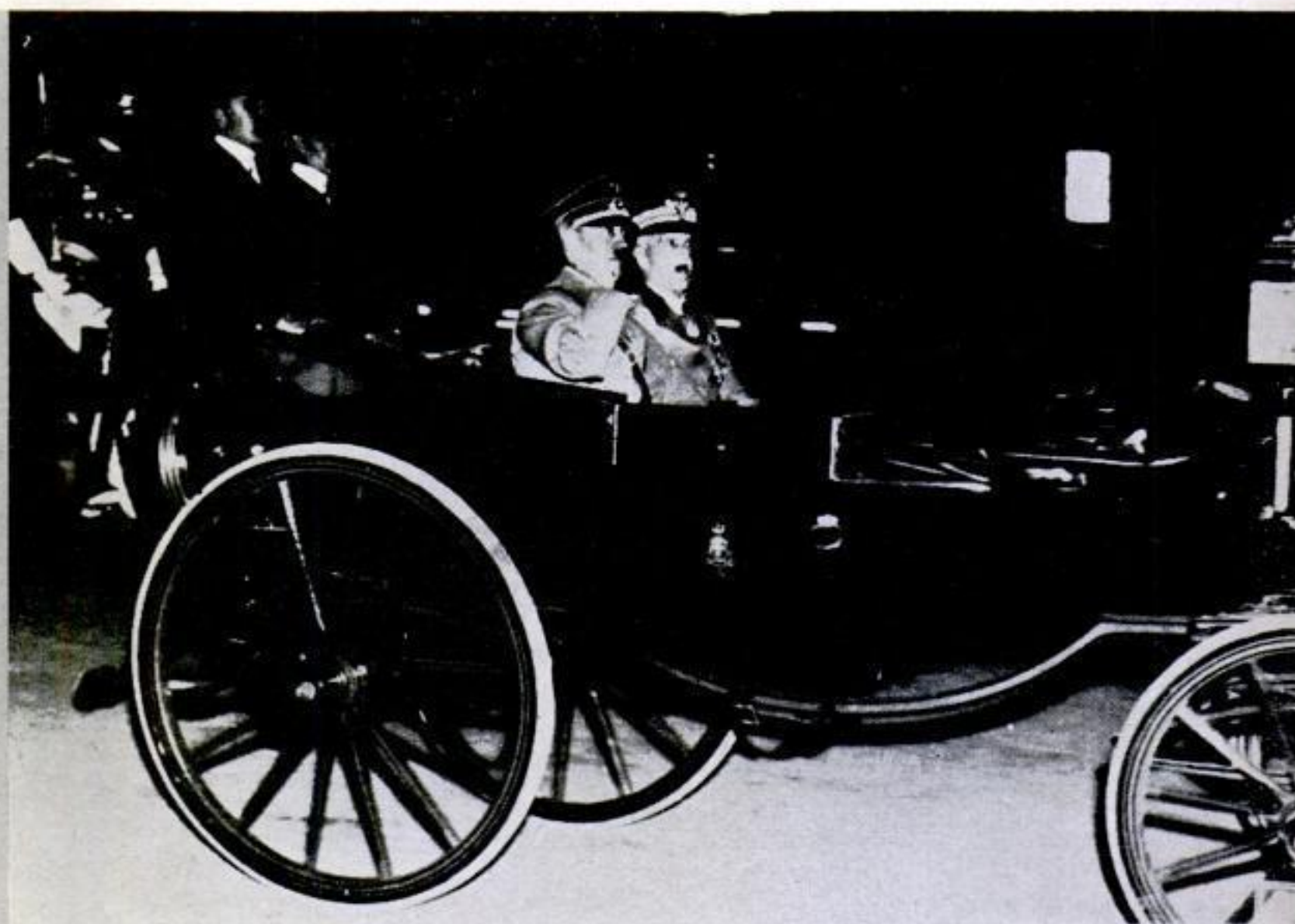
On May 1, the day before Adolf Hitler left Berlin for the most formidable official trip of his career, Berliners staged a farewell spectacle for their Führer as impressive as anything the Romans were later to offer. As Christians adopted Easter from a pagan spring festival,

so the Nazi state has made the Socialist May Day its National holiday. For this May Day, 150,000 boys and girls of the Hitler Jugend gathered in the vast bowl of Berlin's Olympic Stadium, with labor battalions and naval cadets grouped in the center and a double row of

HITLER REACHES ROME



Italy's little King, Victor Emmanuel (left) went with his Dictator-Premier (right) to greet Hitler at a specially constructed railroad station in a last-minute change of plans. To Romans the sight of their King is much more of a novelty than that of Mussolini.



As Heads of State, King Victor and Reichsführer Hitler drove through illuminated streets to the royal palace. If their King is a novelty to parade-weary Romans, his coach and his cuirassiers are an even rarer sight. Haile Selassie once rode in this same coach with this King.

HITLER AND MUSSOLINI HAVE FUN



The bigwigs of the Fascist and Nazi dictatorships met in the vast hall that Mussolini uses for a private office. The occasion seems duly solemn to everybody but irrepressible Nazi Propagandist Goebbels. Count Ciano, No. 2 Fascist, stands between Goebbels and Hitler.



Leaving the Pantheon, where Italy's two previous Kings lie not far from the tomb of Raphael, Adolf Hitler seems completely overcome by the impressiveness of a welcome that cost the Italian people 20 million dollars, caused the arrest of thousands of suspected anti-Fascists.

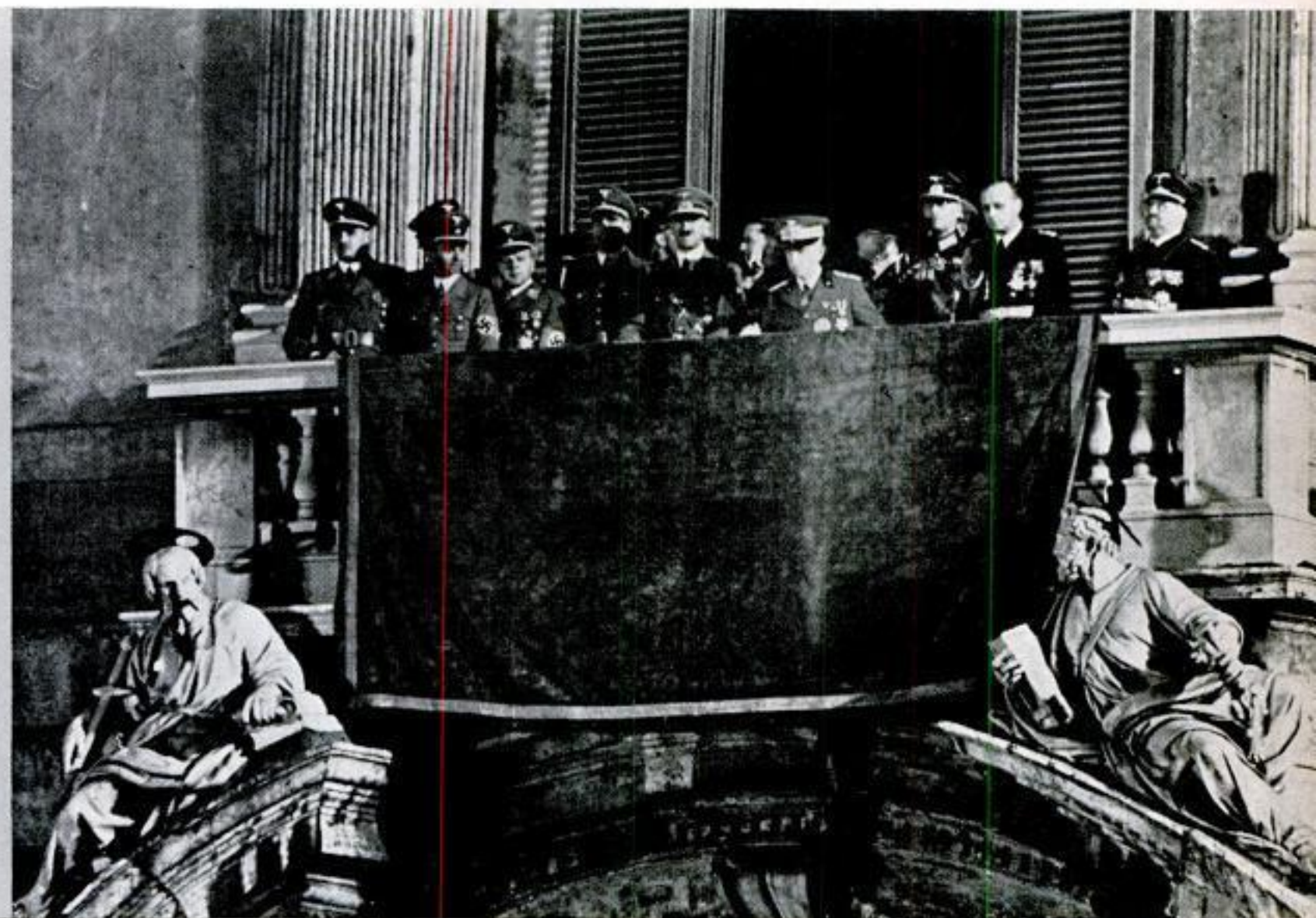


gliders parked at each end. As soon as the long Mercedes of Der Führer appeared on the track, thousands of schoolgirls tore off their khaki jackets to make a background of white shirtwaists for the words *Gross Deutschland* (Great Germany), formed by the youngsters who kept their

brown jackets on. Later another crowd gathered under a towering pagan Maypole set up before Berlin's Cathedral. Departing from the Anhalter station next afternoon, Hitler formally left Germany in the proud plump hands of Marshal Göring for one week.



The Quirinal Palace, seized from the Pope by Victor Emmanuel's grandfather, was Hitler's home for his stay in Rome. Since Mussolini moved into the nearby Palazzo Venezia such crowds as this have seldom gathered before the Quirinal. Note the candles at second-story windows.



Above **St. Peter and St. Paul**, carved above the Quirinal's doorway, stands Adolf Hitler, his staff, and the King of Italy. Second from left is Nazi Propaganda Minister Goebbels. Second from right, bareheaded, is Nazi Foreign Minister Joachim von Ribbentrop.



Moments of confusion were rare during six days of celebrations that went off with plu-Prussian efficiency throughout Italy. Here Il Duce's gang is trying to arrange itself before marching to the tomb of the Unknown Soldier. Adolf Hitler automatically salutes everything in sight.



To show his displeasure at the wave of Nazism in Rome and to shun all contact with Der Führer, Pope Pius left Rome abruptly on April 30. At Castel Gandolfo he spoke bitterly of the swastika flags in the Holy City, ordered all Vatican museums closed for a week.

LIFE ON THE NEWSFRONTS OF THE WORLD

House passes spending bill, Brazil Fascists revolt, Kennedy Kids meet the King and Queen

LIFE prints on the opposite page, as the best news-picture of the week, a photograph of President Roosevelt aboard the cruiser *Philadelphia* as he returned from his Caribbean fishing trip. Taken by the Associated Press's George Skadding at Charleston, S. C., on May 8 this, to LIFE's mind, is the finest contemporary picture ever made of Franklin D. Roosevelt the Man. As such it is the portrait of a hero.

Europe's biggest news of the previous week became the newpicture story of the week as spectacular photographs of the Hitler-Mussolini high jinks reached LIFE from its Roman cameramen (see p. 11). Con-

crete results of the conference remained to be disclosed, but Czechoslovakia was still the nation with most to fear immediately from any strengthening of Hitler's hand by Mussolini. With war-fearing Britain and France both pressing Czechoslovakia to make greatest concessions to its Sudeten German minority, in an effort to



HENLEIN

placate Hitler, Czech Nazi Leader Konrad Henlein arrived significantly in London May 12 for conferences with British statesmen. For the past month two LIFE photographers have been making the most revealing picture survey of Czechoslovakia ever undertaken. Next week LIFE will publish their results.

Ethiopian Echo. As the world's two wars raged on in China (see p. 18) and Spain (see p. 34), a poignant echo of the half-forgotten war of 1936 was heard in Geneva, Switzerland. On May 12, shaking with illness, ex-Emperor Haile Selassie of Ethiopia made one last appeal to League of Nations Councilmen to fulfill their nations' pledges to his conquered country. But the great League powers are now bent on placating Conqueror Mussolini, and the little ex-King of Kings spoke to no avail. On May 13 he left Geneva "forever," sworn to give his life to rousing his onetime tribesmen against their Italian overlords.



HAILE SELASSIE

Bills for Billions. Not the returning President but Congressmen rushing through their legislative jobs to get home and campaign for re-election made the biggest news of the week in America. Passed and sent to the President was the 1938 Revenue Bill, designed to raise \$5,300,000,000, which its co-sponsors in the Senate and House hopefully called a "business recovery and tax relief bill." Good news for business-

men was its modification of the two taxes—on undistributed profits and capital gains—which they have blamed for much of their depression troubles. Good news for everybody was its elimination of taxes on toilet articles, chewing gum, furs, phonograph records, sporting goods, cameras.

Passed by the House and sent to the Senate was a bill appropriating three of the five billion dollars which President Roosevelt wants to spend and lend for Relief and Recovery (LIFE, April 25). On pages 22-23 LIFE, having bent many a long hour over a calculating machine, reports some illuminating figures on how and where the President spent and loaned his first 32 billions.

Judge Judged. Not because he is an ex-Klansman but because he simply does not know enough about The



BLACK

Law to do his Court job, new Justice Hugo L. Black is a constant trial and embarrassment to his Supreme Court colleagues. Such, to gossip Washington's titillation, was the report offered on the authority of Justices themselves by Marquis Childs, crack Washington correspondent, in *Harper's* for May. On May 12, Chief Justice Hughes exhorted members of the American Law Institute to campaign for judges "qualified by training, experience and temperament."

Fascist Fizzle. In its March 14 issue, LIFE reported that the fear of Brazil's conversion to European Fascism was unfounded, that President Getulio Vargas had simply set up an old-fashioned South American personal dictatorship. On May 11 Brazil's genuine Fascists, the Integralista Green Shirts, tried a *putsch* in Rio de Janeiro. The revolt was put down in 3½ hours, after twelve had been killed and President Vargas and his two beauteous daughters, cut off in the Presidential Palace, had spent an anxious night, standing off the besieging rebels.



VARGAS

IN LIFE NEXT WEEK

CZECHOSLOVAKIA THE DEMOCRACY
AND THE SUDETEN GERMANS

A survey in photographs taken in
the last thirty days by
LIFE's Staff Photographers
Margaret Bourke-White and John Phillips



KENNEDYS IN COURT DRESS

Kennedys at Court. Last month dynamic Ambassador to Britain Joseph P. Kennedy pierced the bosoms of ambitious American dowagers and debutantes by announcing that only the womenfolk of American officials and Americans living in Britain for business reasons would hereafter be presented at Court. True to that promise, pretty Mrs. Kennedy presented to the King and Queen on May 11 only seven eligibles, including two of her own nine children, Kathleen, 18, and Rosemary, 19.

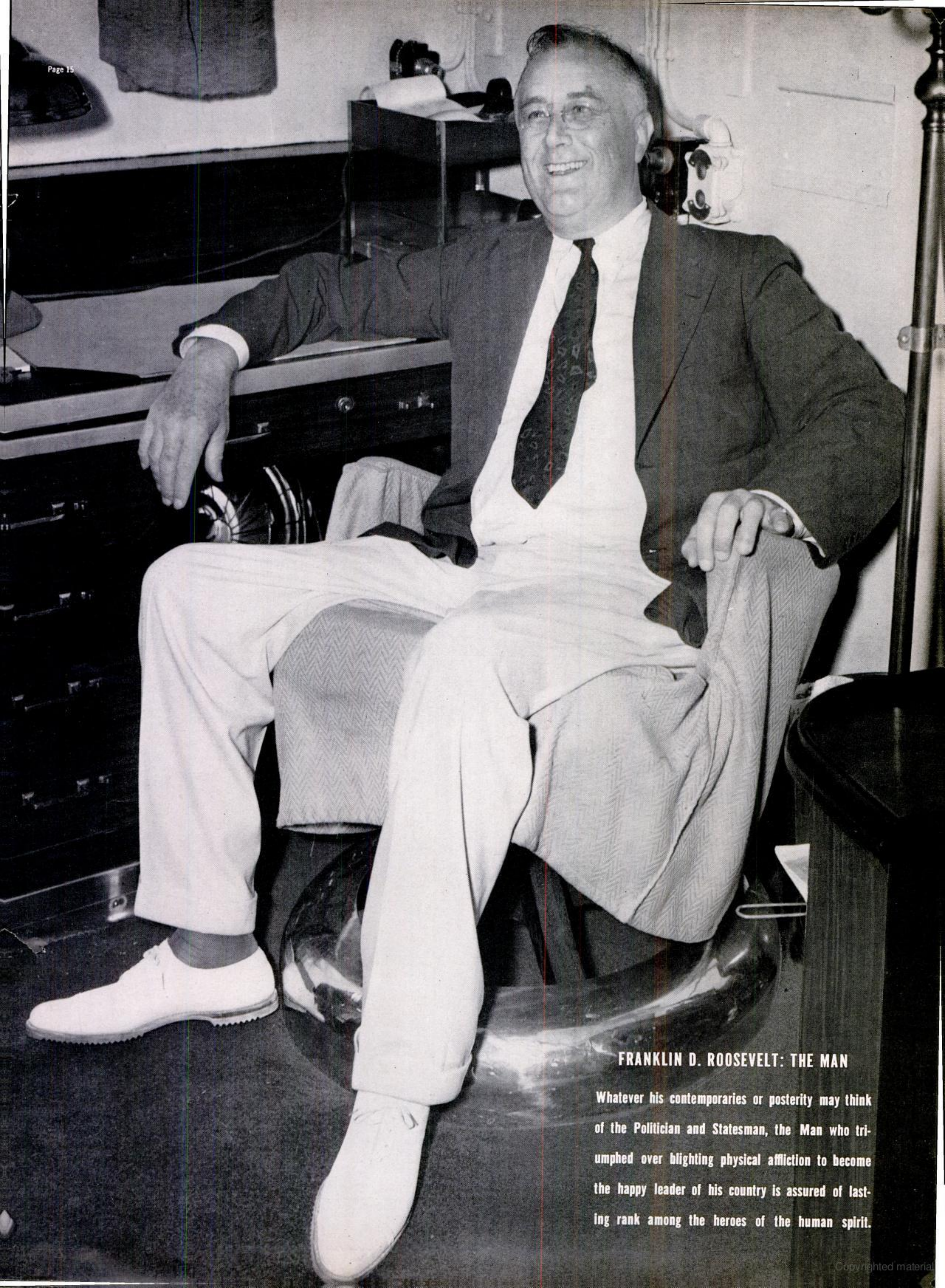
Orangetown oranges. In Cleveland, which has run desperately low on Relief funds because the Ohio Legislature failed to appropriate, tens of thousands of unemployed families were kept alive through the week by rations of cabbage and potatoes doled out by the Federal Surplus Commodities Corp. (see p. 25). The FSCC, whose purpose is to keep farm prices up by acquiring surplus crops which are then distributed to the unemployed, appeared in a less favorable light in small Orangetown, N. Y. There the town welfare board protested, May 12, that FSCC was sending it so much food for its 221 Relief families—including 17,520 lb. of oranges in three weeks—that a lot was going to waste. To keep its surplus food from spoiling on its own hands, it appeared, FSCC was dumping it on Orangetown, which had thereby been forced to force on each Relief family three times its normal allowance. Orangetown youngsters, it was reported, were using surplus oranges for baseballs.

Youngest. Elected chairman of the Board of Governors of the New York Stock Exchange on May 9, and promptly chosen to serve as president until selection of the Exchange's first salaried president, was William McChesney Martin Jr., 31. Youngest man ever to head the Exchange, studious, vigorous Mr. Martin is a Yaleman (1928) and son of the governor of St. Louis' Federal Reserve Bank. He fought in the revolt



MARTIN

against Richard Whitney and others of the Exchange's "Old Guard" in 1935, was elected this year at the head of a "reform" ticket.



FRANKLIN D. ROOSEVELT: THE MAN

Whatever his contemporaries or posterity may think of the Politician and Statesman, the Man who triumphed over blighting physical affliction to become the happy leader of his country is assured of lasting rank among the heroes of the human spirit.

THE FRENCH LINER LAFAYETTE IS CONSUMED BY FIRE IN DRYDOCK AT LE HAVRE

Shortly before midnight on May 4, an engineer aboard the French liner *Lafayette*, cradled in drydock at Le Havre for overhauling preparatory to the summer tourist season, tried to light one of the oil burners attached to the vessel's 18,500-h.p. Diesel engines. A plume of fire shot from the furnace, spread with devastating speed through all the oil stores, burst into the lounge rooms to eat thousands of dollars worth of furnishings. Thirty members of the skeleton crew, trapped in the bow, were rescued at the last minute by use of a gangplank, swung into place by an electric winch. In a few moments the vessel was ablaze throughout her 577-ft. length. The entire fire-fighting force of Le Havre, aided by apparatus from nearby communities, fought the flames. In three hours' time, however, it was plain to all that the 25,000-ton *Lafayette* was an utter wreck.

Destruction of the *Lafayette* was the fifth fiery catastrophe suffered by French shipping since 1929. The luxurious *Paris* was badly damaged while lying passengerless and crewless at Le Havre in August 1929. The *Asia* burned and sank while carrying Moslem pilgrims to Mecca in May 1930. The *Georges Philppar* burned and sank in May 1932 with a loss of 52 lives while returning from her maiden voyage to the Orient. The 42,500-ton *Atlantique*, largest and fastest ship on the Europe-South America run, burned to junk in the English Channel in January 1933.

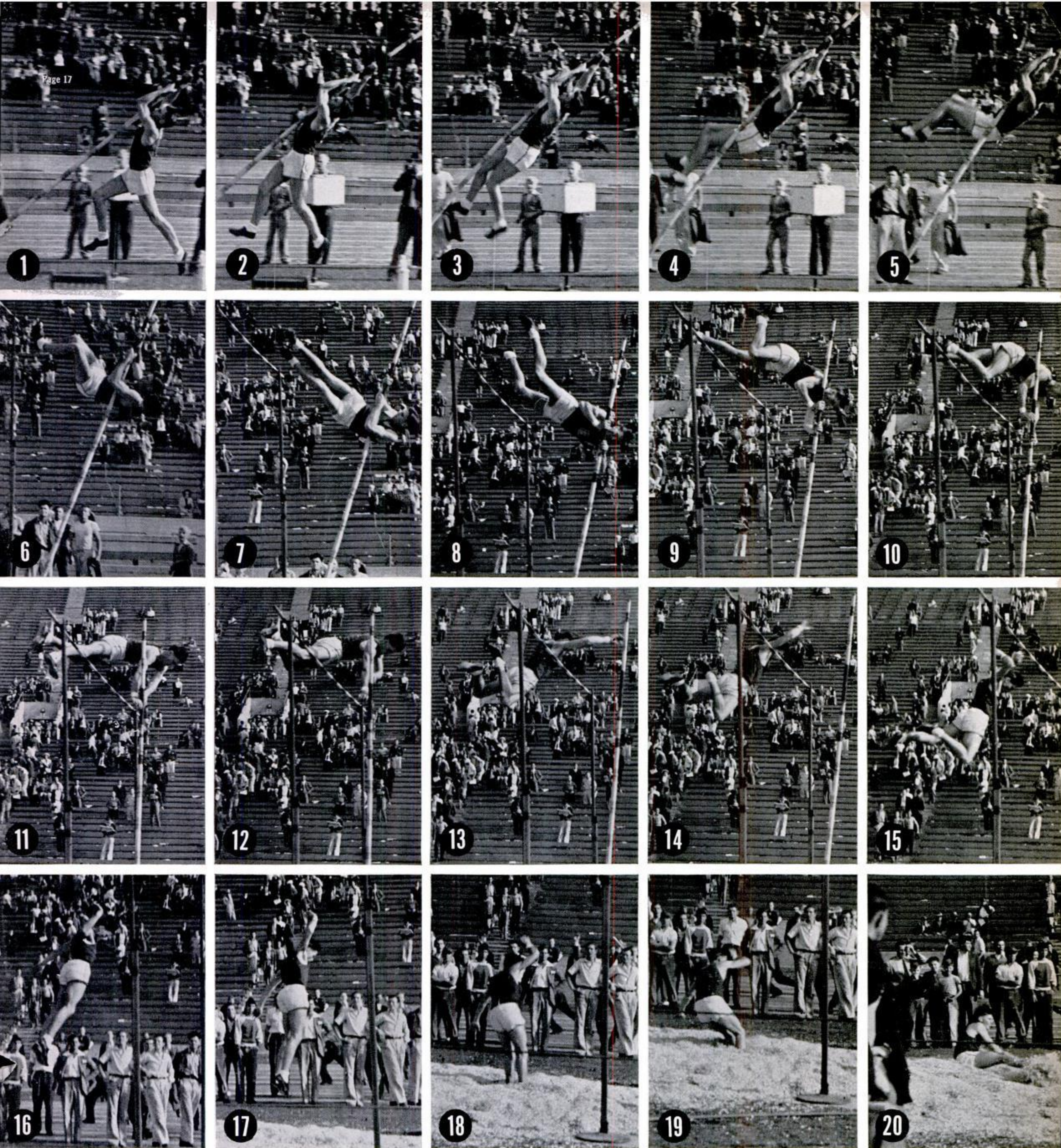
The *Lafayette* was launched May 10, 1929. Smallest of the French Line's transatlantic carriers, it was nevertheless extremely popular, often sailed with staterooms filled to their capacity quota of 1,068 passengers.

FLAMES FROM THE LAFAYETTE LIGHTED THE WATERFRONT FOR MILES



LIFE BOATS WITHERED ON THEIR DAVITS IN THE LAFAYETTE FIRE





SOUTHERN CALIFORNIA'S LORING DAY WORKS TOWARD A 15-FT. POLE VAULT

Once trackmen looked on 14 ft. as the absolute ceiling for pole vaulters. When Yale's Sabin Carr touched this height the ceiling hopped to 15 ft. Inch by inch U. S. vaulters lifted the crossbar until last year two great University of Southern California athletes, Bill Sefton and Earle Meadows, cleared 14 ft., 11 in. Both graduated before they could add the last inch to their achievement.

This spring U. S. C. pins its hopes on a tall, pink-cheeked, piano-playing senior named Loring Day, son of a Monrovia dentist. Day's best mark to date is 14 ft.,

7 in. Pacific Coast experts feel that his physical equipment, his fine technique may enable him to break 15 ft. before the college year is ended.

Loring Day's form is analyzed in the Magic Eye sequence above, showing him clearing 14 ft. in the meet against Stanford on May 7. Note how he throws his legs forward in pictures 1-5; pulls himself upward, turning, in Nos. 6-8; tops the bar easily in Nos. 9-12; pushes the pole outward and backward in Nos. 12-14. Neither Loring Day nor the U. S. C. has suffered a defeat this year.



THE CHINESE INFANTRY GOES INTO ACTION

At double time, a reinforcement of Chinese infantry and machine gunners dashes through the outskirts of Taierhchwang to join battling troops at the city walls. They carry high their 31st Division banner, and in the background their heavy foreign-made machine guns. Note early spring buds on the trees across the field.

CAPTURED WALLS ARE GUARDED BY SENTRIES

At dawn, after a night of fierce hand-to-hand fighting, Chinese sentries are mounted in triumph on Taierhchwang's ancient brick walls. They stand alert, fearing a counterattack by the Japanese troops who are, however, fleeing north in rout. Note the willow trees, ripped and torn by a solid month of shellfire.



A VICTORY MAKES TAIERHCHWANG CHINA'S MOST FAMOUS VILLAGE

To the names of small towns famous as turning points in history—Waterloo, Gettysburg, Verdun—add still another. It is Taierhchwang, an ancient brick-walled settlement on the banks of China's Grand Canal. In March, Japan's quick-striking army engulfed it. In its streets two Asiatic armies fought desperate house-to-house battles for a month while the fate of all China hung in the balance. If the Japanese won, they would push on to the strategic Lung-Hai Railway, sever east-and-west lifelines through the heart of China, merge their forces for a death thrust at inland Hankow. China's war horizon was indeed heavily clouded.

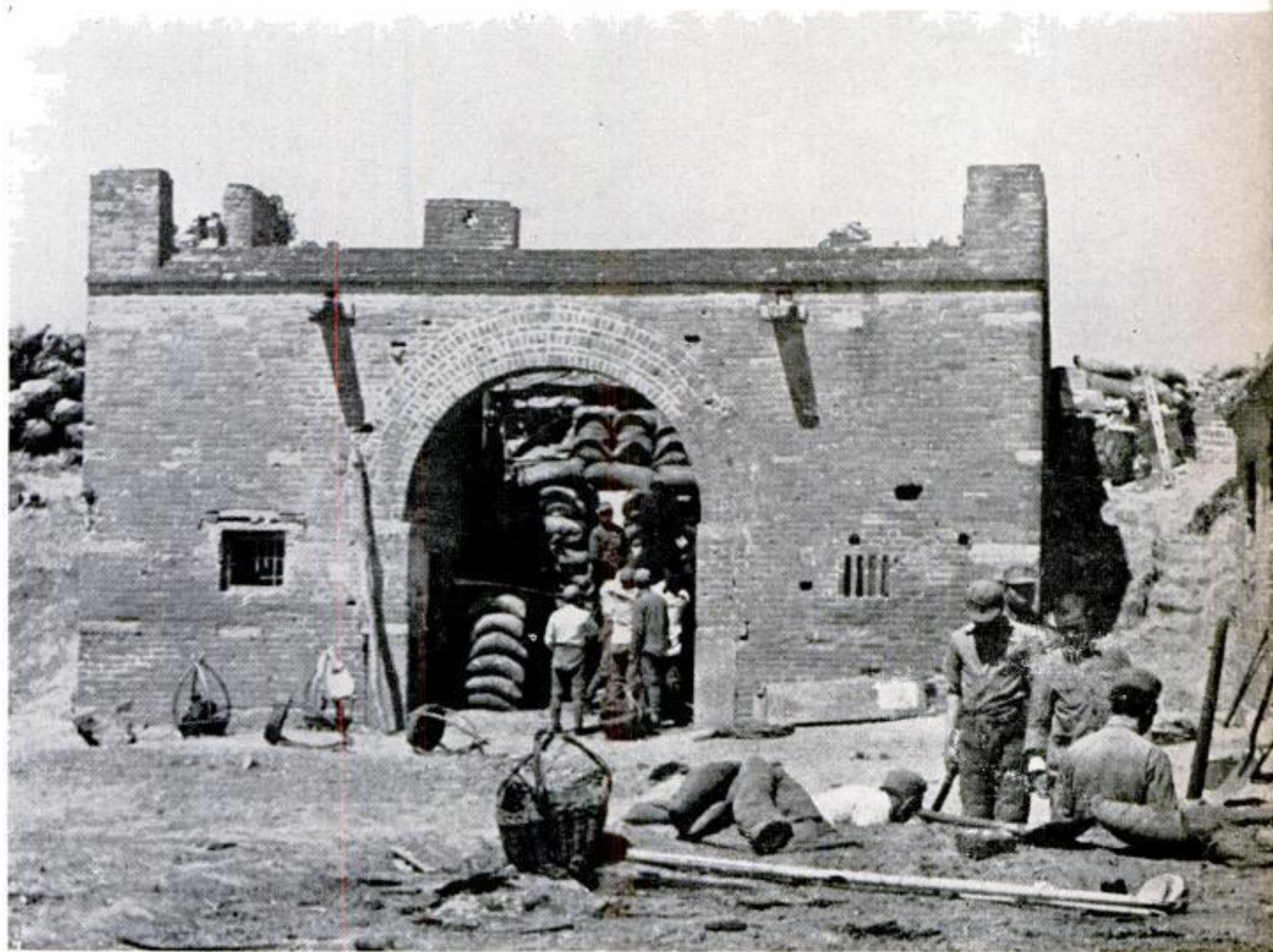
Then a strange thing happened. At twilight, April 6, thirteen divisions of Chinese troops attacked. In the lead was the 31st Division of machine gunners, so famed for night assaults that they are called "sleep-robbers." All through the night the battle raged. Dawn found the streets littered with dead, the houses leveled by shells. But over Taierhchwang's walls now floated the blue-and-white flag of China. And what remained of Japan's 30,000 men (10,000 killed or captured) were headlong in retreat. Next day all China celebrated a great victory. Next day, too, great War Photographer Robert Capa, who eyewitnessed the battle, developed his film, sent it flying by *China Clipper* to LIFE. A selection appears on these pages.



A wounded soldier walks six miles to the railroad station for a train to behind-the-lines hospitals. Note sleeve cut to bandage wounds, blood on trousers.



Squatting at rest, exhausted Chinese troops get a breathing spell after the night's pitched battle. The soldier in foreground carries a roll of grass bedding. Most of the town was reduced to rubble and ruin.



The town gate is barricaded with sandbags to stave off counterattack. The Chinese boy below was cut down in a deep-rutted road by Japanese machine-gun bullets which also killed his chicken and pig.



The troops of the 31st Kwangsi Division rout the Japanese at Taierhchwang



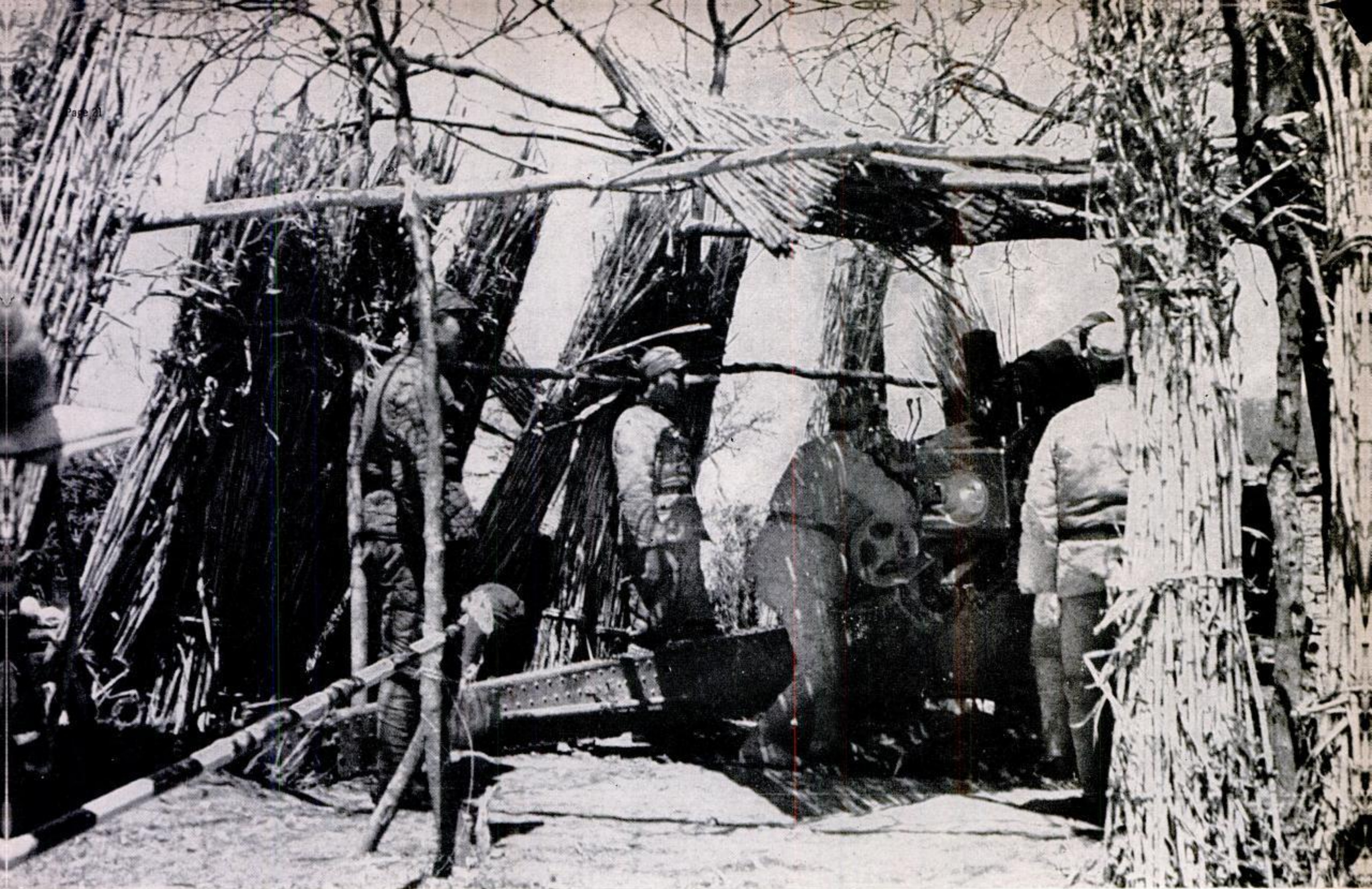
TOWARD DUSK ON APRIL 6

Evening of this day, the soldiers of the 31st Division of the crack Kwangsi troops (*above*) file quietly through the war-worn village and out along the banks of the Grand Canal toward firing line. The soldiers are well-equipped but for them and their commander, Li Tsung-jen, this will be the first taste of action in the war.

NEXT MORNING, IN FRONT OF TAIERHCHWANG

The "sleep-robbers" of the 31st Division, the murderous machine gunners (*below*), have established themselves in front of the village as precaution against counterattack. But their enemy, the usually arrogant army of Nippon, is now in full and bewildered flight across the flat countryside of southern Shantung.



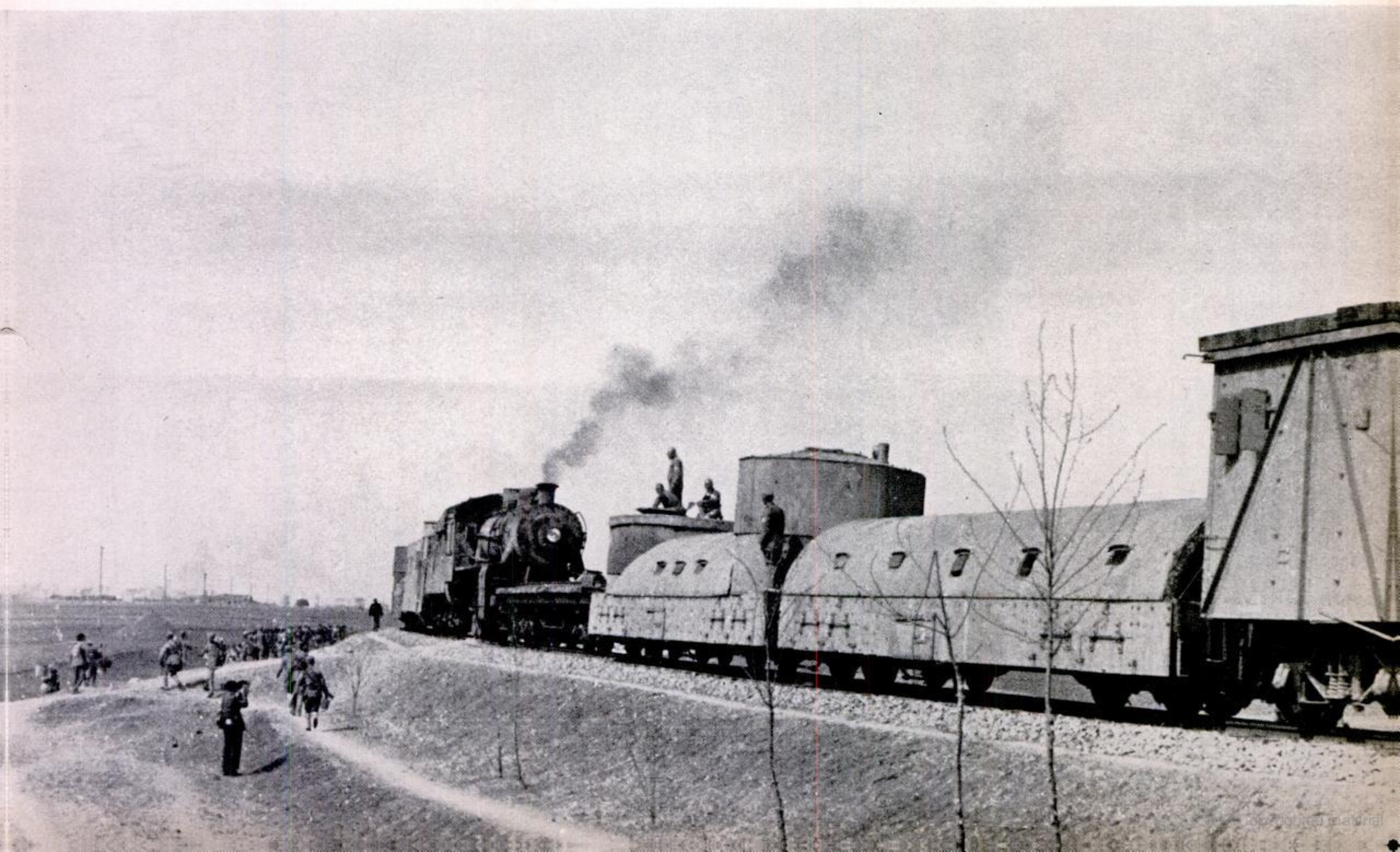


THE CHINESE USED THEIR BEST BIG GUNS

The muscle of modern warfare is the artillery and here the Japanese are overwhelmingly stronger than their foe. But at Taierhchwang, the Chinese were helped by their best field pieces. They camouflaged them with thatched roofs to make them look, to ever-present Japanese bombers, like so many harmless houses.

LUNG-HAI RAILWAY WAS JAPAN'S OBJECTIVE

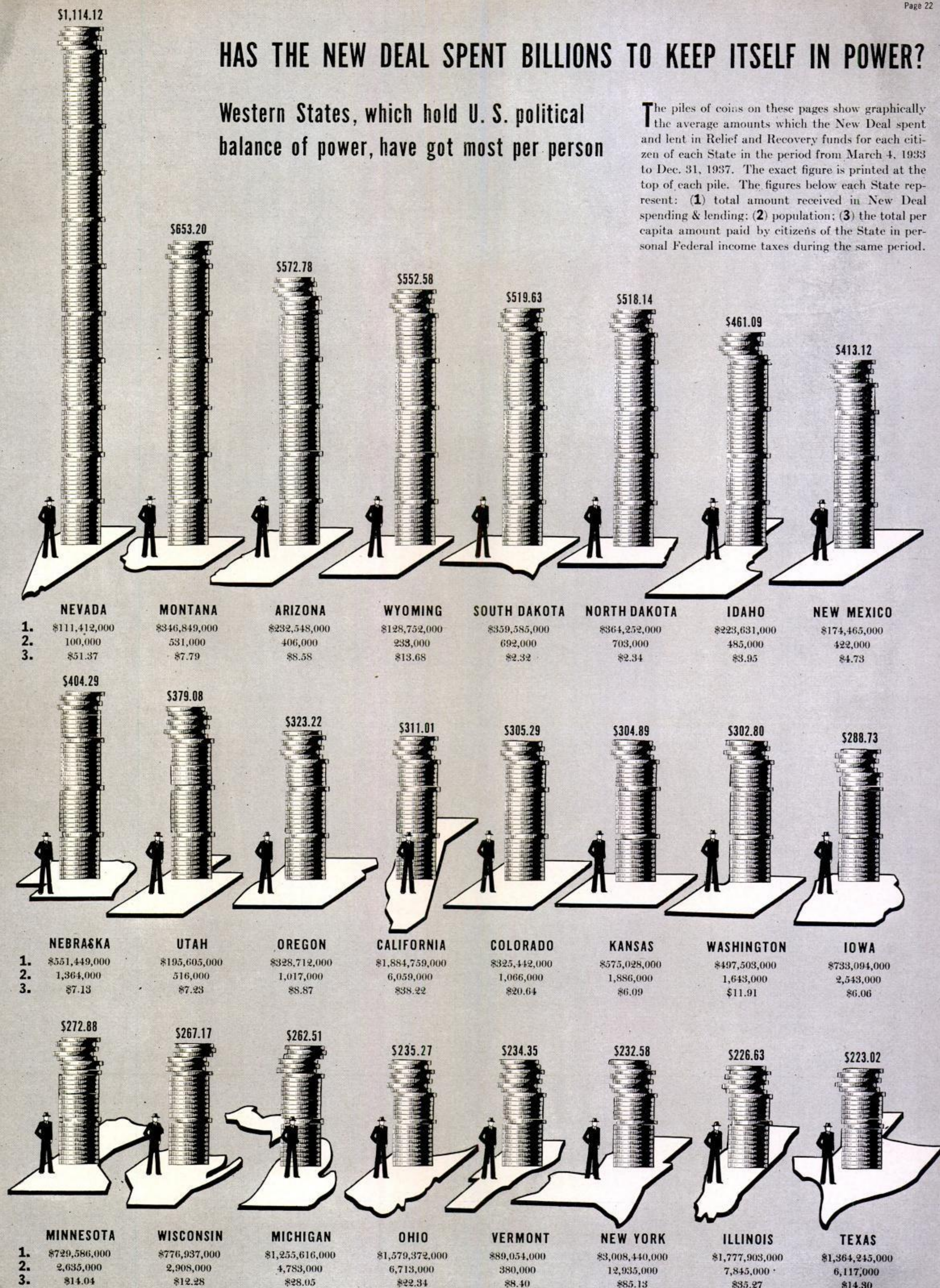
Taierhchwang was only one battle for control of the great Lung-Hai Railway (*below*) which China held. On May 14, the Japanese reported exultantly that they had undone the Chinese victory at Taierhchwang by shattering railroad bridges with bombs, while their renewed armies were closing in on 500,000 Chinese.



HAS THE NEW DEAL SPENT BILLIONS TO KEEP ITSELF IN POWER?

Western States, which hold U. S. political balance of power, have got most per person

The piles of coins on these pages show graphically the average amounts which the New Deal spent and lent in Relief and Recovery funds for each citizen of each State in the period from March 4, 1933 to Dec. 31, 1937. The exact figure is printed at the top of each pile. The figures below each State represent: (1) total amount received in New Deal spending & lending; (2) population; (3) the total per capita amount paid by citizens of the State in personal Federal income taxes during the same period.



The figures on these pages are astounding. If they mean what they appear to mean, in the light of American political history and political practice, then the charge that the New Deal has spent and lent its Relief and Recovery billions in the way best calculated to keep itself in power is true. If there is a more convincing explanation, LIFE will be glad to hear and print it.

The charge is now being aired afresh as, with a new depression in progress and another election approaching, President Roosevelt seeks authority to lend and spend another five billion dollars for Relief and "pump-priming." Republicans and anti-New Deal Democrats have rallied to take spending-and-lending away from the President, bring it back to Congress. On May 9 leaders of the House took to the White House an appropriation bill drafted to accomplish that. When they returned, they nullified that purpose by penciling seven words into the bill: "Subject to the approval of the President." On May 12 Democrats in the House easily beat down Republican attempts to change the bill, passed it, sent it to the Senate.

On April 14 the Majority Leader of the Senate, Alben W. Barkley of Kentucky, inserted in the *Congressional Record* a table showing by States where the New Deal spent & lent 32 billion dollars of "new and emergency appropriations" from March 4, 1933, the day of President Roosevelt's inauguration, to Dec. 31, 1937. These fig-

ures included all Relief spending, grants and loans for public works, AAA payments to farmers, RFC loans, loans insured by FHA, and all other items generally classified as Relief and Recovery.

To see how equitably the New Deal had distributed these 32 billions among the people of the United States, LIFE divided the total of each State's receipts by its total population, thus arriving at the average amount spent & lent for every man, woman and child in each State.

Why did the citizens of Western States get so much more than the citizens of Southern States? Was it because they are poorer and therefore needed more? Last year the average income of each person in the first ten Southern States on the list of those which have got the least from the New Deal was \$303.17. The average income of each person in the ten Western States which got the most from the New Deal was \$462.05.

Was the allotment made on the basis of the amounts which the citizens of each State contributed to the Treasury in taxes? The income-tax figures under each State answer "No."

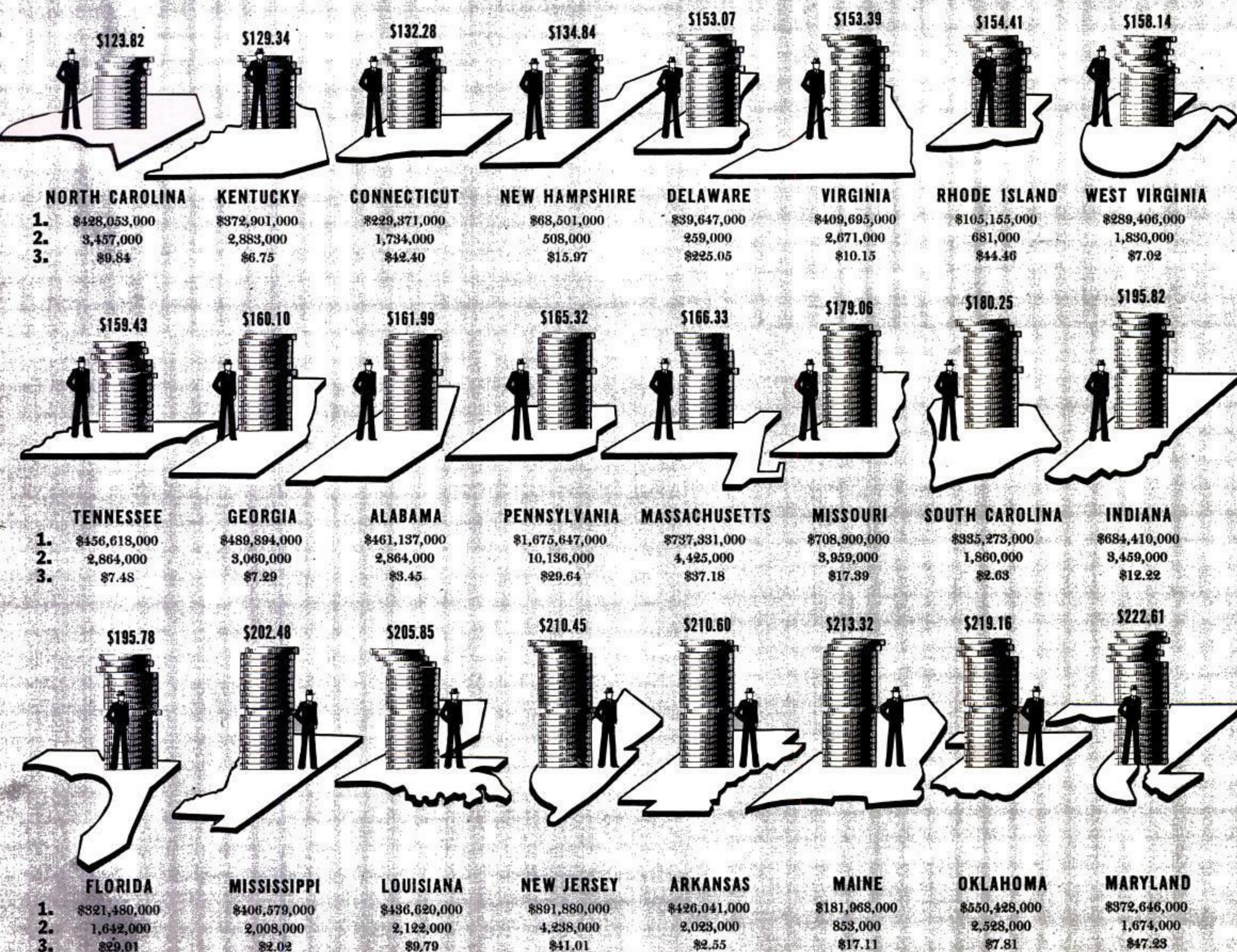
There are extenuating circumstances. The West is newer, less developed. The South has a comparatively low standard of living. Southerners have not wanted their Negroes to get too high Relief pay. Many Southern States have been backward in matching Federal grants and loans for Relief and public works. If Senator Barkley has in-

cluded TVA in his figures, that would have added \$11.85 to the per capita receipts of seven Southern States. Secretary Ickes points out that much of the money for materials for the West's big dams is spent in the East. But can all these facts together account for the startling difference between receipts of the West and South, between the Nevada's \$1,114 and the North Carolinian's \$123?

The broad outline of American political history is this: The East has been traditionally Republican, the South traditionally Democratic. Which-ever party could win the doubtful West as an ally has controlled the nation. Andrew Jackson put the Democratic Party in power by allying the West with the South. Until the Civil War the Democratic Party remained dominant. Slavery and the war split the West from the South and allied it with the East. Thereafter, for the next 70 years, the Republican Party was dominant. In 1932 the Hoover Depression drove the West back into an alliance with the South, resulting in the New Deal. If the Democratic Party is to stay in power, it must keep the loyalty of the West.

If you are still puzzled about why the Democratic South has got so little from a Democratic Administration, bear this in mind. When political managers allot the spending of campaign funds, they follow this cardinal rule: Never waste your money in a ward or county or State 1) where you are sure to lose, or 2) where you are sure to win.

Southern States, which are safely Democratic anyway, have got least



PEOPLE

The cameras of the world press
now put these people in the news



Harvard Freshmen jam-packed Cambridge's Memorial Hall on May 5 to hear Sally Rand, bubble-and-fan dancer, deliver a serious lecture on democracy. Wearing a frilly taffeta dress, she spoke earnestly, ignored ribald cries of "Take 'em off!"



Princeton students assembled on May 12 to hear Norman Thomas (shown seated on platform) denounce Mayor Frank Hague of Jersey City. From windows above, waggish undergraduates hung signs reading: "We're for Hague, you dirty Reds."



Fur workers, in the fourteenth week of a C.I.O. strike against 260 New York fur manufacturers, massed in midtown Manhattan, May 11, pledged themselves not to yield until they won their demands for a 25% wage increase and a 30-hour week. The strike began in February following a lockout of 3,000 workers.



Jersey Cityzens showed their allegiance to embattled Mayor Hague on May 7 by packing Journal Square against a threatened invasion of "foreigners" led by Congressmen Jerry O'Connell of Montana and John T. Bernard of Minnesota. Friends persuaded the Congressmen to postpone their campaign for freedom of speech.



European royalty gathered at Potsdam, May 2, to see the wedding of Prince Louis Ferdinand of Prussia, grandson of the Kaiser, to Grand Duchess Kira of Russia, daughter of Grand Duke Cyril, pretender to the throne of Imperial Russia. Bride and groom will arrive in the United States May 26 on a honeymoon trip.



Sheet Metal Workers celebrated the golden jubilee of their A. F. of L. international union at a convention in Chicago's Sherman Hotel from May 9 to 13. Unionized since 1888, the sheet metal workers include sign hangers, construction men, mechanics.



Cleveland reliefers waited in long queues for potatoes and cabbages, May 11, when Ohio's relief fund ran dry. While the State Assembly prepared to convene in special session, Cleveland's Mayor Harold H. Burton persuaded landlords and merchants to feed, house 75,000 of the city's needy temporarily without payment.



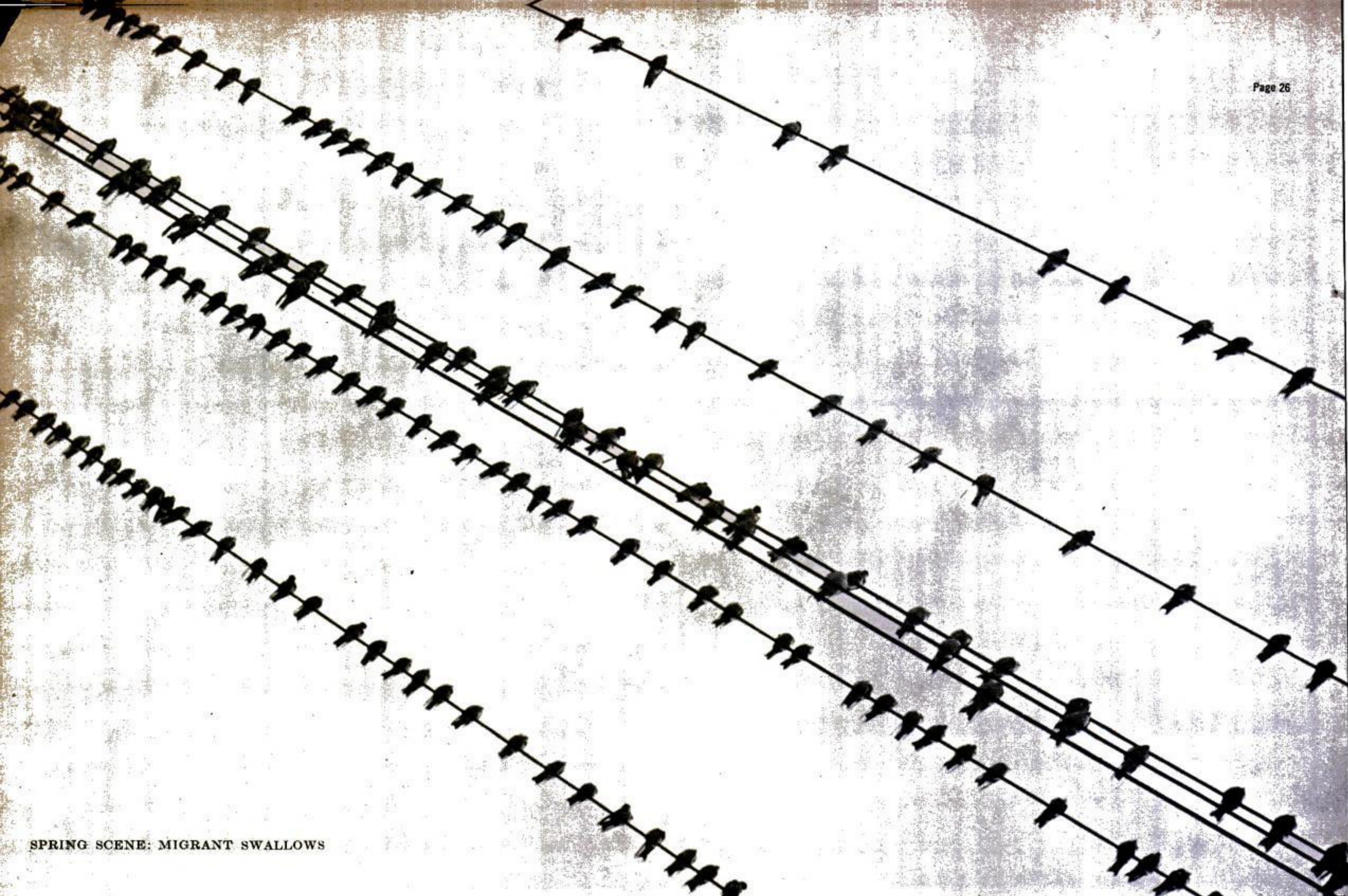
Chinese patriots paraded 12,000 strong through downtown New York, May 9, in protest against Japanese aggression. Rival tongs, Communists, monarchists, other ancient foes forgot their differences, united against their common enemy in the Orient.



U. S. Jews from 250 congregations, 1,000 sisterhoods, men's clubs and youth organizations assembled in Chicago, May 6, for the silver jubilee convention of the United Synagogues

of America. Keynote of most addresses was the necessity for preserving democracy, the importance of co-operation between devout Christians and Jews to this end. Declared

Mrs. Samuel Spiegel, president of the Women's League: "Only where democratic forms of government exist is there any hope for the civilization of the world and for the Jew."



SPRING SCENE: MIGRANT SWALLOWS

THE BIRDS ARE BACK: THIS YEAR THEY FLEW NORTH AHEAD OF TIME



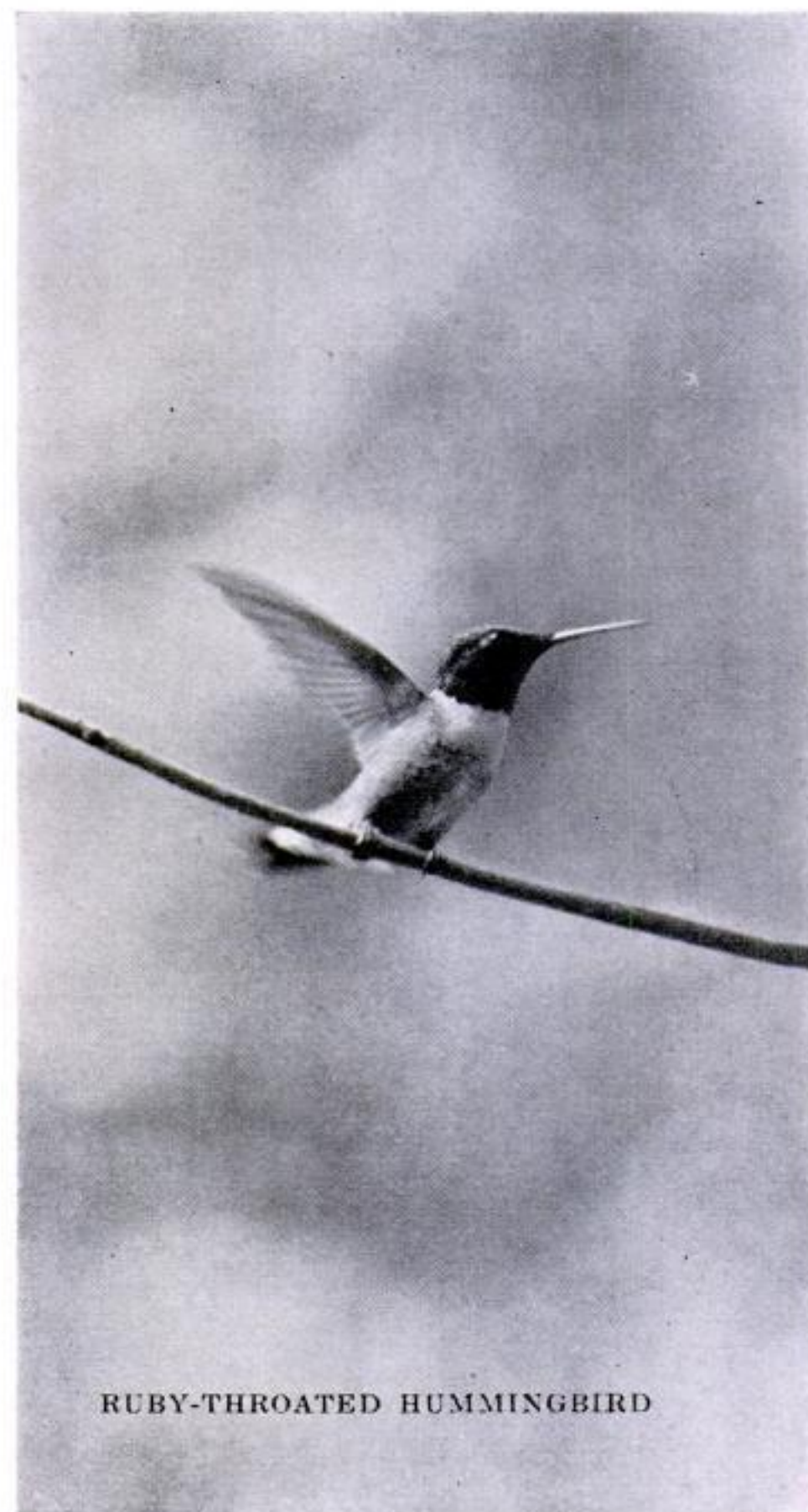
COMMON TERN

As spring comes to the U. S., it is followed closely by the regular and mysterious northward migration of the birds. First come robins, bluebirds, the loud-voiced Canadian Goose. By mid-April, the crests of the early migrant waves have spilled their farthest-flying birds into Canadian nesting grounds.

Now, in mid-May, comes another and greater wave of birds. Of a sudden on a May morning, a clump of bushes, which had been visited only by drab chipping sparrows, breaks abruptly out into flitting spots of bright color, as flocks of Wood Warblers, like those on the opposite page, arrive to rest and feed after their night flight. This year's premature warmth brought many migrants north a week ahead of time before a cold wave slowed them up.

On the following pages are paintings identifying some of the more common American song and marsh birds. They were done for LIFE by Roger Tory Peterson, one of America's most brilliant young ornithologists and bird painters (*see page 3*). On page 31, a map explains the bird routes and migrations.

At left and right are two notable migrants. The Common Tern flies from the Strait of Magellan to breed in the U. S. and Canada. The Ruby-throated Hummingbird comes north after an over-water hop from Yucatan to the Gulf States. This hummingbird weighs as much as a copper penny. Yet, curving in and out of the wave troughs to avoid wind, it flies over 500 miles of water between dawn and sunset, with no stop to rest its tiny body and fragile wings.



RUBY-THROATED HUMMINGBIRD

Bright Wood Warblers



Fanciful ornithologists like to call Wood Warblers "butterflies of the bird world" because of their bright colors, their ever-spreading wings, their constant flittings from bough to bough. Smaller than sparrows, warblers come North together in such variety that in a single tree you may see as many kinds as are shown here.

To distinguish these warblers, look for their peculiar characteristics. 1: *Myrtle Warbler*, yellow rump and its note, a loud "check." 2: *Yellow-throat*, black mask and yellow throat. 3: *Redstart*, orange patches on wings and tail. 4: *Black-throated Blue Warbler*, blue-gray above, black on throat and sides, white underneath. 5: *Magnolia Warbler*, black on top, black stripes on yellow under parts. 6: *Yellow Warbler* appears to be all yellow. 7: *Blackburnian Warbler*, bright orange around head and throat.

(continued)

TWENTY-TWO SONGBIRDS

Western Tanager lives west of Great Plains. Male: yellow and black with red face. Female (*shown in back*): green and yellow. Both have yellow wing-bars.

Scarlet Tanager is the Western Tanager's eastern cousin. The male is the only bright red bird which sports black wings and black tail. The female is drab.

Orchard Oriole has chestnut rump and belly, is black elsewhere. Like its relative, the orange and black Baltimore Oriole, it is a bit smaller than a Robin.

Bullock's Oriole is only accidentally found east of Kansas. It differs from the Baltimore Oriole in having orange cheeks, an orange line over the eye.

Yellow-headed Blackbird, a western native, is the size of a Robin. Unlike any other black bird, it has a yellow head. Its curious voice is rasping, scratching.

Mountain Bluebird, which lives west of Nebraska, is very easy to distinguish. The male is a rich azure blue all over, and the females are brownish below.

Bluebird of the East has red breast, should not be confused with white-breasted Blue Jay, blue-breasted Indigo Bunting. Its song: a soft, short warble.

Bobolink reverses the usual pattern of birds (dark on top, lighter underneath) by being black underneath, white on top. Its note is a banjo-like "pink."

Cardinal lives in the same place all the year round. Aside from a black patch around its bill, the male Cardinal is all red—the only red bird with a crest.

Red-Wing: where the wings bend on this bird are bright red epaulets. Stripes underneath distinguish female from female Bobolink. Song: "conk-a-ree."

Lazuli Bunting, a western bird, can be distinguished from other blue birds by the chestnut band on the upper breast and the white bars on the male's wing.

Indigo Bunting, small eastern native, is all blue. Song: "tsing-tsing-tsing, chipper-ipper-ee," heard in mid-day summer heat when other birds are silent.

Song Sparrow is one of the sweetest of bird singers. The streaks on its breast come together in a large dark spot. When it flies, it pumps its long tail.

Barn Swallow, a swift, gracefully flying bird, is the only U. S. Swallow that actually has the deeply forked Swallow tail. It is pink or cinnamon underneath.

Towhee is smaller, thinner than a Robin. Its calls: "towheee-e" and a bright "cheerwink." It haunts brushy places, likes to rummage about in dead leaves.

Meadowlark is large, chunky with white patches on either side of its short tail. Eastern Meadowlark's song is a clear whistle, the Western's, bubbly notes.

Cedar Waxwing is called a songbird, even though it has no song. A medium-sized, glossy brown bird, it is easily distinguished from others by its long crest.

Purple Finch is misnamed. It is really an old-rose color. Sparrow-size, it is often mistaken for the larger Pine Grosbeak. Its distinctive note is a dull "tick."

Goldfinch has the common nicknames of "Yellow Bird" and "Wild Canary." It is a small yellow bird with black wings, has a distinctive dipping flight.

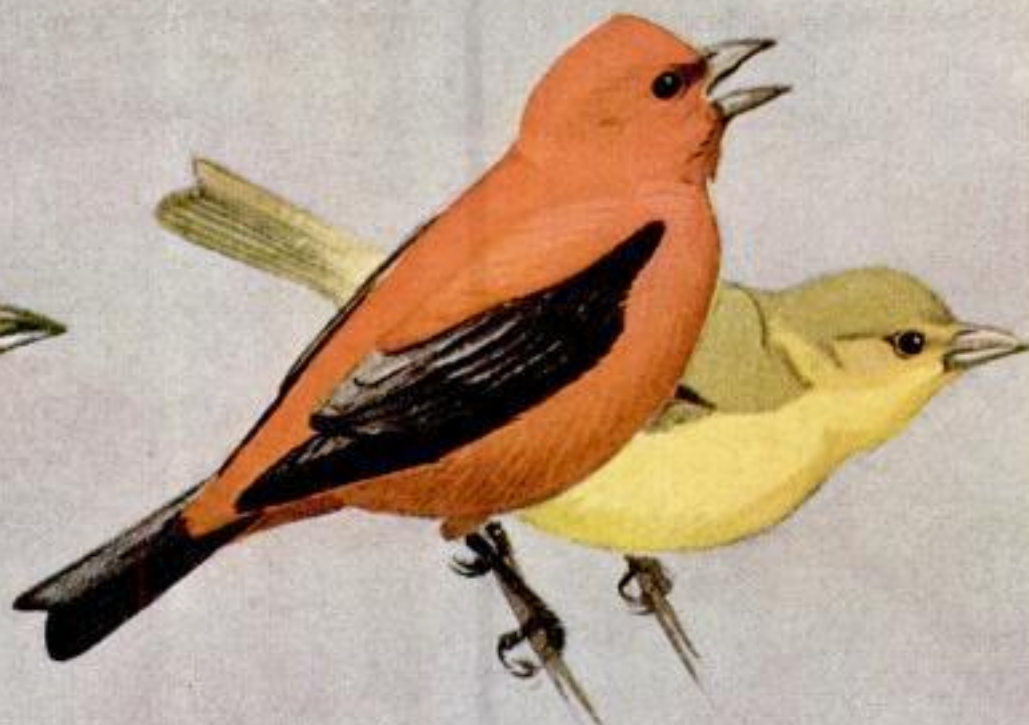
Catbird is slate-gray, little smaller than a Robin. It varies its peculiar mewing notes with lovely songs and occasional mimicry of the songs of other birds.

Mourning Dove is not a true songbird. Its sad call: "ooah-cooo-cooo-coo." A small brown Pigeon, its pointed tail differs from other Pigeons' fan tails.

Rose-breasted Grosbeak has the thick round bill of all Grosbeaks. On its chest is a large rose-red triangle. The female looks like an oversized Sparrow.



Western Tanager



Scarlet Tanager



Mountain Bluebird



Bluebird



Lazuli Bunting



Indigo Bunting



Song Sparrow



Barn Swallow



Purple Finch



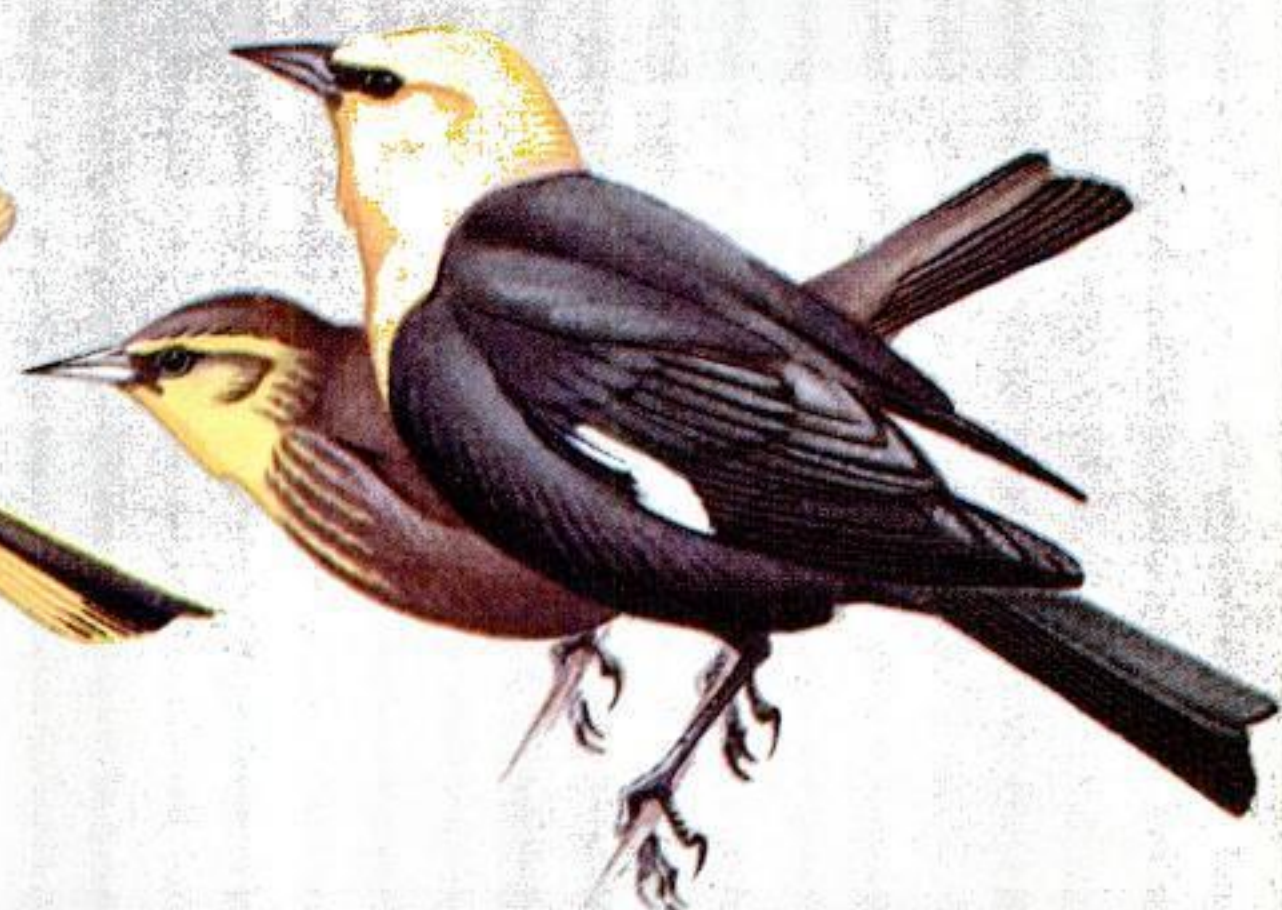
Goldfinch



Orchard Oriole



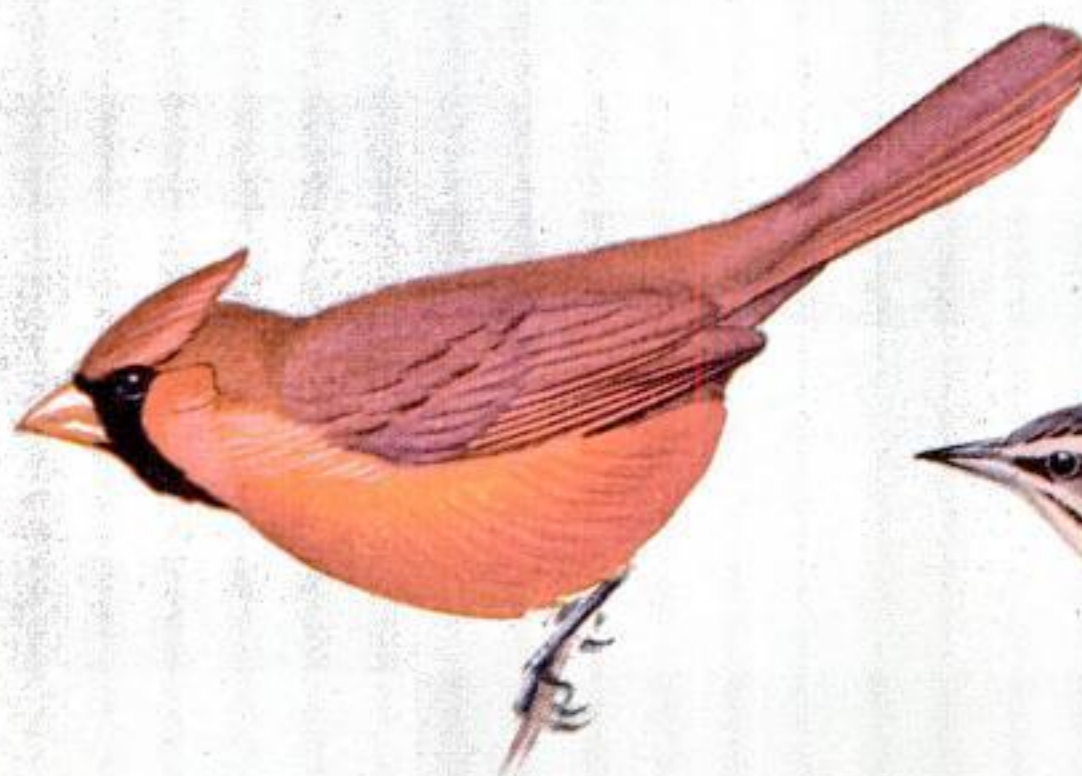
Bullock's Oriole



Yellow-headed Blackbird



Bobolink



Cardinal



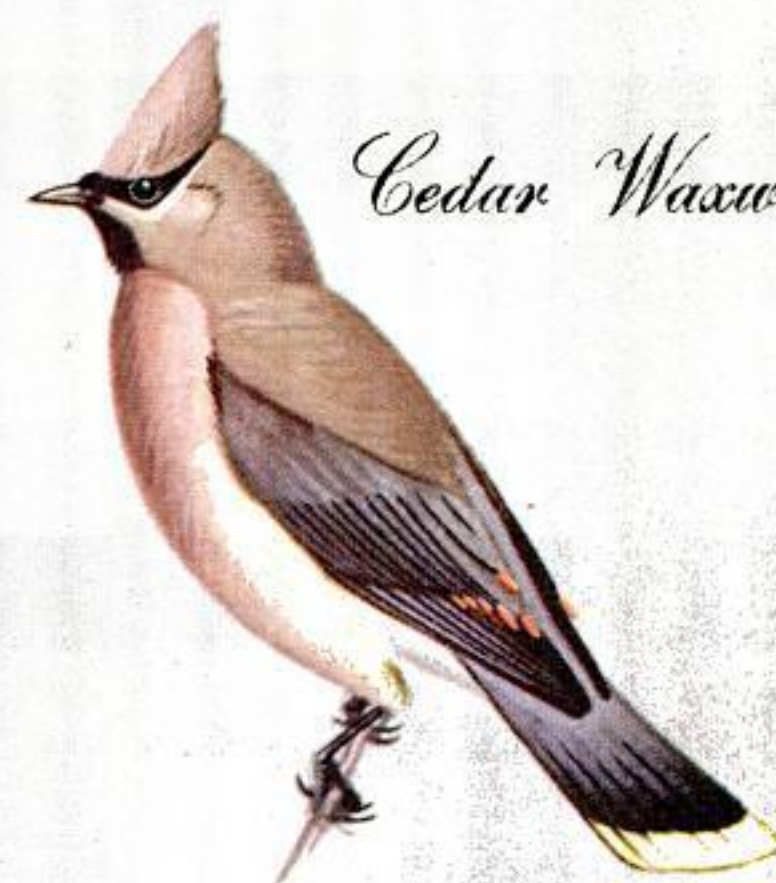
Red-wing



Towhee



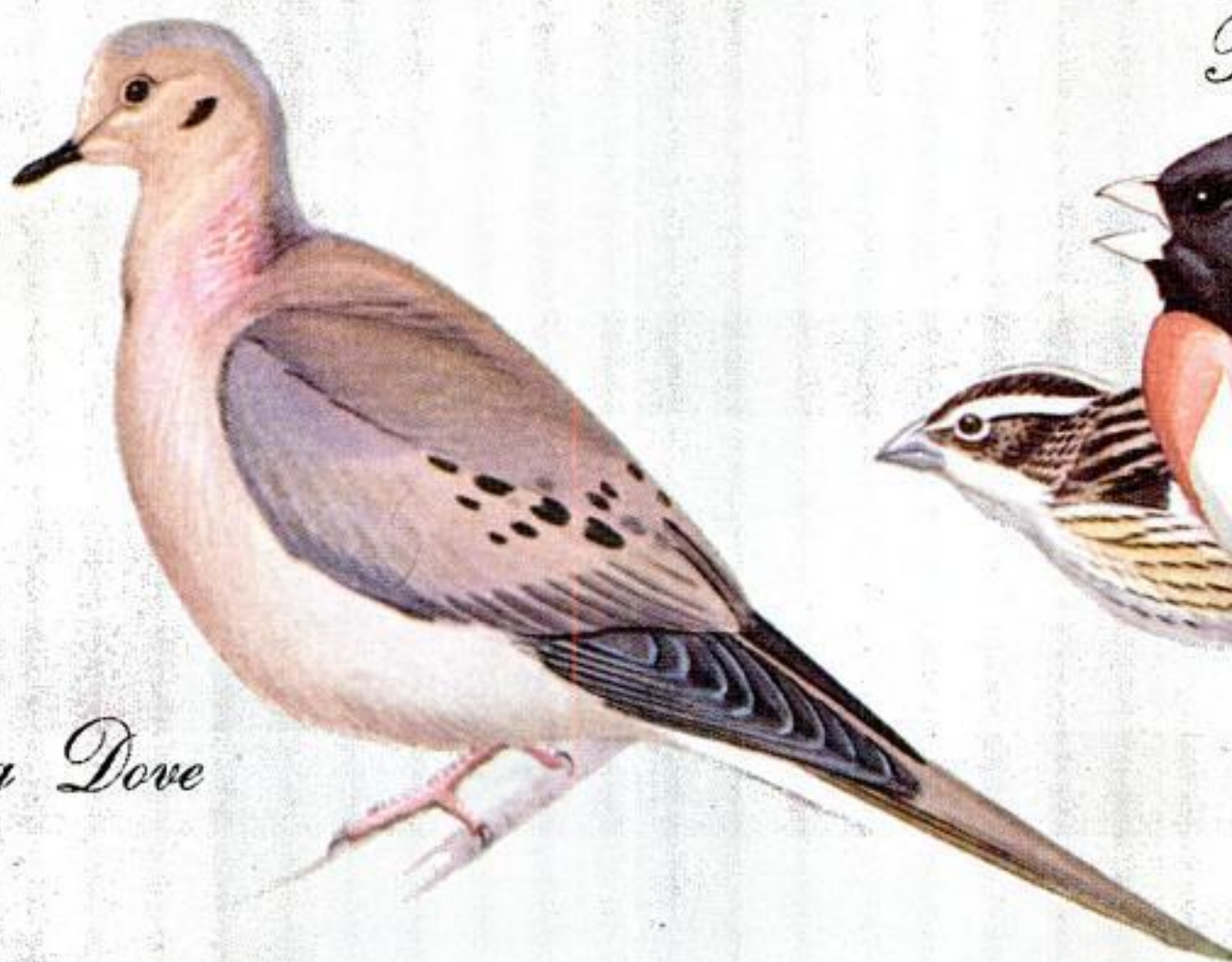
Meadowlark



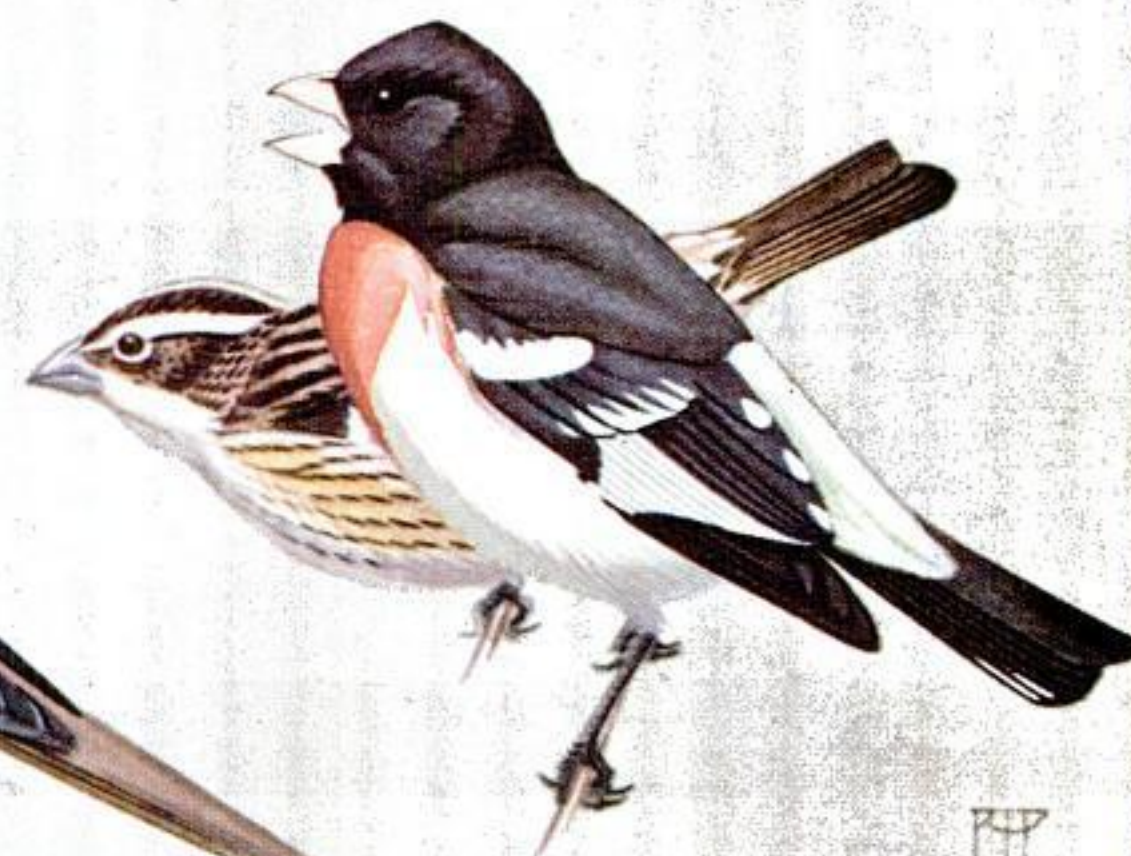
Cedar Waxwing



Catbird



Mourning Dove



Rose-breasted Grosbeak

(continued)

MARSH BIRDS: HERONS, BITTERNS, RAILS AND GALLINULES



Black-crowned Night Heron, a common marsh bird, is the only heron which is black-backed and white underneath. It is further distinguished by its curt call of "quok-quok."



American Bittern is best identified by its brown coloration and the dark tips on its wings. The spring song of this marsh dweller goes: "oong-ka-choonk—oong-ka-choonk."



Green Heron in flight looks like a crow but its wings are more arched, beat more slowly. It has short yellow or orange legs, a shaggy crest which rises when it is frightened.



King Rail is the largest member of this shy and secretive group of birds. It lives in fresh-water marshes, has a long slender bill and a call which goes "bup-bup—bup-bup."



Snowy Egret, which 30 years ago was in grave danger of extinction, is now abundant and spreading. A middle-sized heron, it has black bill and legs, distinctive yellow feet.



Florida Gallinule looks somewhat like a small-headed duck. This gallinule, common in the northern States, is distinguished by gray feathers, a red bill and a hen-like cackle.

Waterfowl breed in greatest abundance in mid-western Canada, where flat grassy marshes cover thousands of miles. At right are typical summer residents, a Canada Goose and brood.



U. S. Birds come North on six main flyways

Knowledge of the regular and systematic migrations of birds was a matter of such uncertainty only 200 years ago that in 1703, one British scholar, who called himself "a Person of Learning and Piety" wrote a paper which advanced the theory that birds flew to the moon in the winter, completing the journey in exactly 60 days.

Science today knows very well that birds do migrate and where they go. But why they migrate is a matter for dispute. The theories are various. One is that the prehistoric birds of the north were driven south by the advancing ice of the great glacial epoch and that the present migrations simply re-enact the movements of the ancestral birds as once dictated by advancing and receding glaciers. A sharply contradictory theory is that the ancestral home of birds was in the South, that birds simply find it convenient to journey north for breeding, get back home when breeding is over. A third theory says that the

increasing intensity of light causes change in sex organs, impels the birds northwards.

Science is better agreed on where birds go. Over the U. S., they use six main north-and-south routes, the great flyways shown in simplified form on the map above. These routes follow the natural contours of the land—coasts, rivers, mountains. Land birds travel over them mostly by night because it is more efficient to stop by daylight when food can be found. In some species, like Robins and Blackbirds, the males come north a few days before the females. The rate of migration varies. The Robin takes all of three months to go from Colorado to Alaska whereas the Blue Goose hops nonstop from Louisiana to the Arctic.

Land birds, chiefly those of the Northern Hemisphere, undertake long, dramatic migrations. Southern Hemisphere birds have local migrations but as a rule do not make long flights over the equator.

BARN SWALLOWS GO THIS FAR

CATBIRDS GO THIS FAR

CROSS-COUNTRY FLYWAY
Major highway for Ducks from East

ORCHARD ORIOLES GO THIS FAR

CHUCK-WILL'S-WIDOWS GO THIS FAR

PAINTED BUNTINGS GO THIS FAR

MISSISSIPPI FLYWAY
Greatest and most heavily flown

APPALACHIAN FLYWAY
Great southbound Hawk route

ATLANTIC COAST FLYWAY
Route for birds, like Bobolink, migrating over West Indies

GREAT PLAINS FLYWAY
Favored route for Western Meadowlarks, Yellow-headed Blackbirds

MOUNTAIN FLYWAY
Heavy migration from coast up into mountains

Most interesting in late summer when groups of Hummingbirds drift down mountains, head south

Greatest of all bird migrants is the Arctic Tern (above), which flies 22,000 miles every year. In late winter it leaves its home near the South Pole, flies north to Europe, across to North America. Its nest has been found 450 miles from the North Pole—11,000 miles from its wintering place. Some breed in the U. S., coming as far south as Massachusetts.

Greatest of over-water migrants is the Golden Plover (whose picture is inset opposite), which comes down from the arctic tundras in fall, takes off from Nova Scotia, flies nonstop, 1,600 miles over water, to South America.

The West Indies form a convenient bridge to South America, are used by some warblers who winter in Guiana. Many Redstart Warblers (below, right) sometimes join Orioles (drawn below) in migrating via Central America.

Bobolink (right) is small but far-flying. It sets out from Argentine pampas in February, flies to Florida, up the Atlantic, over Cross-Country Flyway as far as British Columbia by May.



Long Live Our Noble King,

OPERA AT COVENT GARDEN CLOSES WITH AN ANTHEM

Many Englishmen would never know when to go home were it not for the National Anthem that ends every theatrical performance in Britain. At left you see the stiffly starched audience at the opening (May 2) of London's Covent Garden Opera, standing as the orchestra plays *God Save The King*. Had the King and Queen been present, the anthem would also have been played on the royal entrance, but Their Majesties were in Glasgow to open an exhibition.

Society reporters commented on the preponderance of black dresses, the absence of tiaras. The performance that has just ended was Mozart's *Magic Flute*. Sir Thomas Beecham, autocrat of British Opera and heir to the liver-pill fortune, conducted.



Latest official portrait of George VI. His Majesty wears the jack boots and carries the baton of a Field Marshal.



Mrs. Claude Bennington, authoress and sportswoman, finds that a shooting stick rests the tedium of opening night.

God Save The King."



FRANCO ENTHRONED

Here, seated on a throne in a pose no other fascist dictator has assumed, sits Francisco Franco, commander of an army of 400,000 Spaniards, civil ruler of two-thirds of his land. Taken by a Nazi photographer in March, he is inside the town hall at Burgos. Above are oldtime arms of reactionary Spain. Reading a speech is new Minister of Agriculture Raimundo Fernandez Cuesta. At extreme left stands

Nicolás Franco, now his brother's Minister to Portugal.

Should Generalissimo Franco win his civil war, the best guess is that he will set up a totalitarian state differing from Germany's and Italy's. For Franco's agrarian Spain is deeply traditionalist, deeply Catholic. His fascism will be less a program of social reform, and depend more on force of arms and royal trappings than on mass-hysteria in public squares.

INTERNATIONALS SHOW THE PROFITABLE WAY IN MISSOURI

"I'm from Missouri," says W. C. Shank, President of Crowe Coal Company of Kansas City...and ten International Six-Wheelers show him how to cut costs!

Your business stands to benefit by the same kind of fact-finding investigation that is making more money for the Crowe Coal Company. They had our transportation engineers take the measure of their hauling problems and fit the right Internationals to the job. The result is expressed by Mr. Shank in terms every truck man understands: "Our ten Internationals each haul between 10 and 11 tons 2½ miles from mine to tippie making 19 to 20 round trips per day—about 2280 tons per eight-hour day, including waste returned to pit. And they're showing a lower hauling cost per ton

than we've ever known before."

That's the kind of result we want to help you achieve in your business.

If you're looking for a half-ton delivery truck, a big six-wheeler like these coal-hauling units, or *any size in between*, International offers you 25 models in 81 wheelbase lengths—a *complete* line of high-powered trucks with heavy-duty stamina.

If you're "from Missouri" too, the International Branch or Dealer in your city is ready to show you on the job. Call the nearest showroom and let an International demonstrate *the profitable way* to haul.

INTERNATIONAL HARVESTER COMPANY

180 North Michigan Avenue (INCORPORATED)

Chicago, Illinois



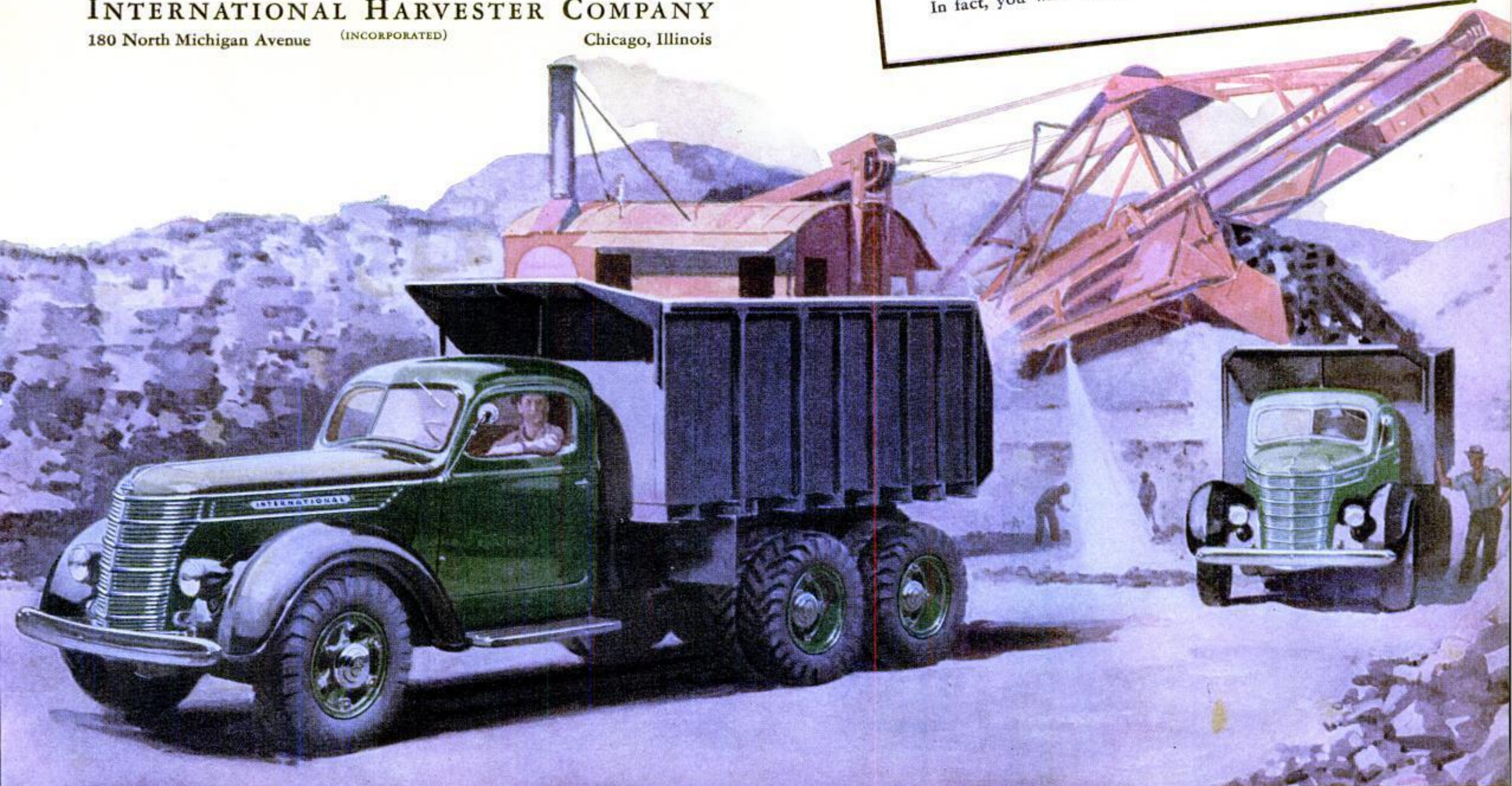
NO EXTRA CHARGE FOR BEAUTY WITH INTERNATIONAL PERFORMANCE

To make sure of the prestige that is so important in the success of all business today, most men who buy trucks want the last word in streamlined style. That style goes with Internationals!

The new Internationals give all the *plus* value that modern styling can lend to a business without any *plus* in cost, in purchase price or upkeep. In fact, you will be making

sure of the lowest cost performance that you can buy.

If you haul loads in the ½ to 1½-ton range, International offers the same kind of cost-cutting economy that increases profits for the Crowe Coal Company, as told here. These lighter Internationals are available in a number of models and wheelbase lengths, with body adaptations for every type of work.



INTERNATIONAL TRUCKS

LINK



MOBILGAS^{AND} MOE

**MY WINDSHIELD WIPED
MY RADIATOR FILLED
CLEAN, SAFE WASHROOMS
MY TIRES CHECKED
MY REAR WINDOW WIPED
FAST, COURTEOUS SERVICE**

FACTS FROM THE SOCONY-VACUUM OFFICIAL SURVEY



**BY THE MILLIONS...
U.S.A. MOTORISTS AGREE
MOBILGAS DEALERS'
FRIENDLY SERVICE
IS THE SERVICE
THEY WANT!**

THAT'S A BIG "I LIKE," up there over our Mobilgas customer's picture, isn't it?

We set it big because it's important.

The Socony-Vacuum Official Survey, covering cross-sections of the motoring public in many states — proves this little lady isn't just speaking for herself...but for millions of motorists!

The service she likes when she goes in to buy her gasoline is the service everybody likes!

That's why Mobilgas dealers go out of their way to give you Friendly Service. They've found that it pays to give motorists what they want!

Right now, while you're reading this advertisement—cars at the rate of 1,000 a minute are stopping at Mobilgas dealers from Coast to Coast...

They're filling up with Mobilgas, America's favorite gasoline...

Or they're buying Mobiloil, the world's largest-selling motor oil...

And they're all getting Friendly Service!

If these are the things you want, too, just look for the famous Flying Red Horse Sign. You'll find there's always one nearby!

MOBIL OIL

**SOCONY-VACUUM
OIL COMPANY, INC.**

AND AFFILIATES
MAGNOLIA PETROLEUM CO.—GENERAL PETROLEUM CORPORATION



PUTS NEW LIFE IN YOUR MOTOR!

LOOKS JUST LIKE OTHER PLUGS BUT THIS NEW KONIUM ELECTRODE MAKES A WHOLE OF A DIFFERENCE IN THE PERFORMANCE OF THE ENTIRE IGNITION SYSTEM

AND AUTO-LITE'S NEW TYPE ZIRAMIC INSULATOR HITS NEW ENGINEERING HIGH IN ELECTRICAL STRENGTH, RESISTANCE TO BREAKAGE AND HEAT!

AMAZING NEW AUTO-LITE SPARK PLUGS STOP GASOLINE WASTE ... GIVE EASIER STARTING ... ADD MILES TO TOP SPEED ... COST NO MORE THAN ORDINARY SPARK PLUGS!

You'll be amazed at the improvement you can make in your car's performance by installing a set of new Auto-Lite Spark Plugs.

These new type spark plugs are not cure-alls, but, in the average motor, they do save gasoline, provide easier starting, pep up the pickup and top speed of the car.

Auto-Lites get results from your motor that other spark plugs cannot give you. The explanation is simple. Auto-Lite engineers have developed an

entirely new electrode which enables the ignition system to furnish a spark at reduced voltages!

This means reduced stress—easier work for all ignition units—more certainty of firing every charge.

Motor car engineers have been quick to recognize the superiority of this new type of spark plug. Already one out of every four new cars is equipped at the factory with Auto-Lites.

Get a set today. Your motor needs them to give you its best performance.

DEALERS AND SERVICE STATIONS:
Auto-Lite is on the move! In the next few months millions of the next few months millions of motorists will be told in dynamic advertising the advantages and benefits of this sensational new spark plug. Write The Electric Auto-Lite Co., Dept. K7, Toledo, Ohio, for details of the 1938 franchise and merchandising plan.



AUTO-LITE 1938 Parade of Stars

Lovely, exotic Parisienne, DANIELLE DARRIEUX, in her new Universal picture "The Rage of Paris" leads the 1938 Parade of Stars. Ask your dealer for an auto-graphed photograph of this new star!

Ask for **AUTO-LITE** SPARK PLUGS



1 In 1891 May Yohe was already noted for her beauty, her clothes (which her mother made for her), her tendency to disappear with various dashing young men.



2 In 1894 her singing of "Honey, Ma Honey" in *Little Christopher Columbus* made her toast of London. She married Lord Francis Hope in November of that year.



3 Lord Francis Hope gave his bride the famed \$90,000 Hope Diamond as a wedding present. It is now owned by Mrs. Evalyn Walsh McLean of Washington, D. C.



4 As Lady May Hope, she continued to charm London audiences. Only her friendship with Prince Edward induced the haughty Hope family to accept her socially.



5 This picture of Edward VII as Prince of Wales is inscribed "To May, 1898," now hangs in a prominent position on the wall of the Smuts's living room in Boston.

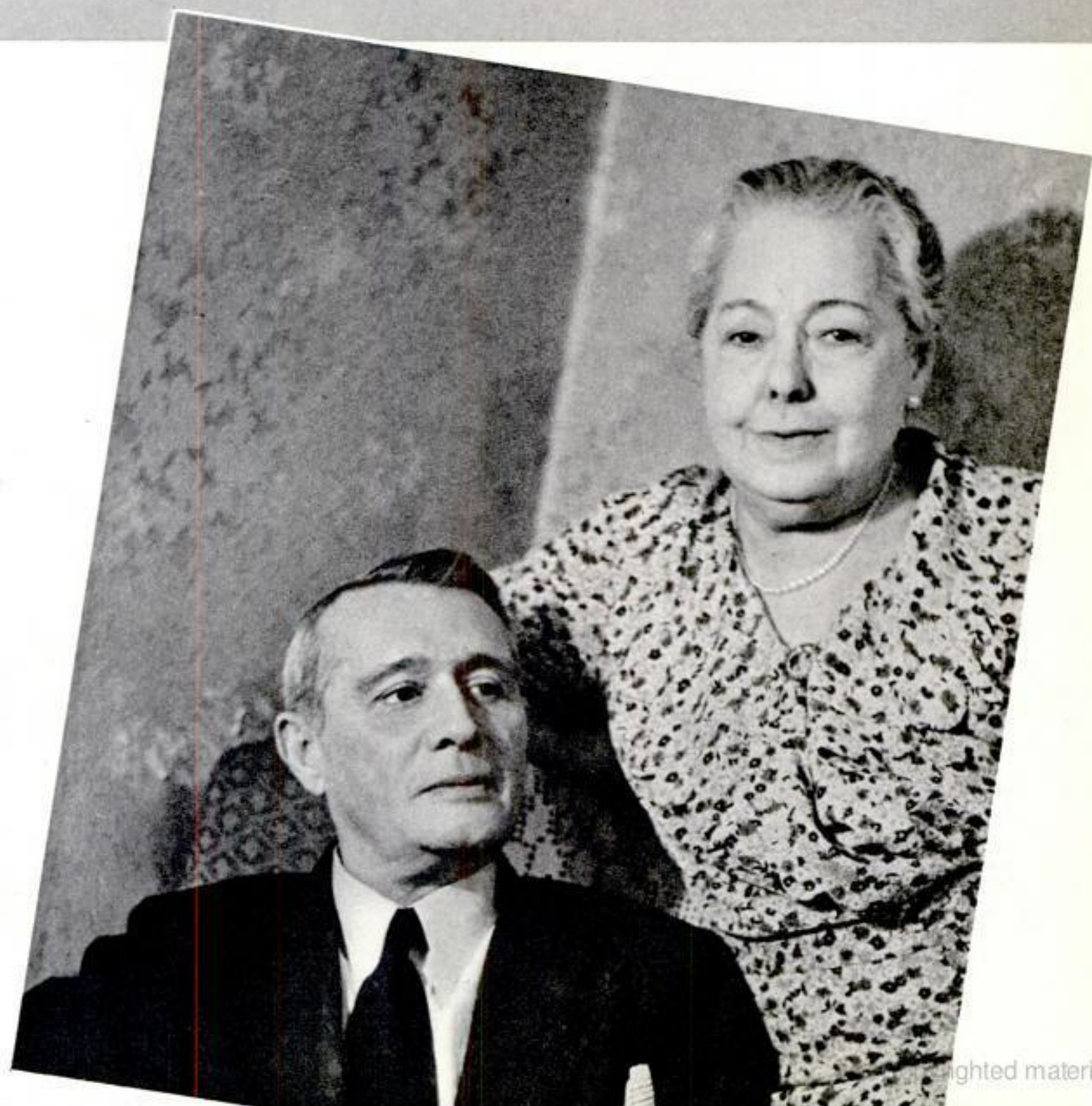


6 May's second husband was Captain Putnam Bradlee Strong, "handsomest man in the U. S. Army." He deserted her soon after pawing most of her jewelry.

The Strange Case of - WPA CLERK WHO OWNED THE HOPE DIAMOND

In Boston last month a Mrs. May Smuts, 72, started work as a WPA statistics research clerk at \$16.50 a week. Significance of this item rests in the fact that Mrs. Smuts was formerly Lady May Hope, oldtime star of the musical-comedy stage in London and New York, owner of the Hope Diamond and a favorite of Edward of Wales. Her current appearance on the U.S. relief rolls adds another unexpected chapter to an incredible career.

May Yohe was born in Bethlehem, Pa. Her father was an army officer of Dutch ancestry. Her mother, half Narraganset Indian, was a dressmaker. May's unusual contralto voice, of which her manager once said: "It has only four notes but they are corkers," won her roles in musical shows here and abroad. Her slee-eyed beauty won her the hand of Lord Francis Hope, son of the Duke of Newcastle. After eight years of married life, May deserted her husband for an American army officer who in turn deserted her. Years of poverty followed, during which she worked as scrubwoman, housekeeper, janitress. Her third marriage to Captain John A. Smuts (right) cousin of South Africa's great General Jan Smuts, brought her happiness, no riches. Today she is still married, still happy, still charming.



CHICAGO ART INSTITUTE

Chicago's Art Institute, which today ranks as one of the greatest art schools in the U. S., started in 1866 in a notably modest way in the loft of a tombstone-maker's shop. There, art-minded citizens had the privilege of going downstairs and borrowing tombstones for models. This little ivory-tower group, conspicuously indifferent to such Chicago-problems-of-the-day as prostitution and the lack of a reasonable sewer system, soon expanded to the point of choosing businessmen as directors, and in 1879 formed a corporation.

Around this time they began to acquire works of art. They were no longer dependent upon the tombstone-maker's good graces for models. Their officers began to include members of such great Chicago industrial families as Armour. Following the 1893 World's Columbian Exposition, they moved into one of the Exposition build-

ings. Today the Institute occupies a massive Italian Renaissance building on Michigan Avenue where its 2,500 students have access to some 1,300 paintings, countless pieces of sculpture dating from 2500 B. C. to the 20th Century. During the 1933 World's Fair, its roomy fireproof galleries housed the Fair's \$75,000,000 collection of art—the greatest loan exhibition ever assembled in the U. S.

As practical as it is aesthetic, the Institute sponsors not only classes in the fine arts, but such bread-and-butter courses as dress-making, layout and industrial design. Its classrooms, scenes from which are shown herewith, bustle day & night, winter & summer, with students ranging from 'teen-year-olds to oldsters and from nuns to radicals. Former pupils include Thomas Benton, John Steuart Curry, Grant Wood and, unexpectedly, Gloria Swanson.



SQUINTING AT MODEL IS HALF THE GAME IN PAINTING



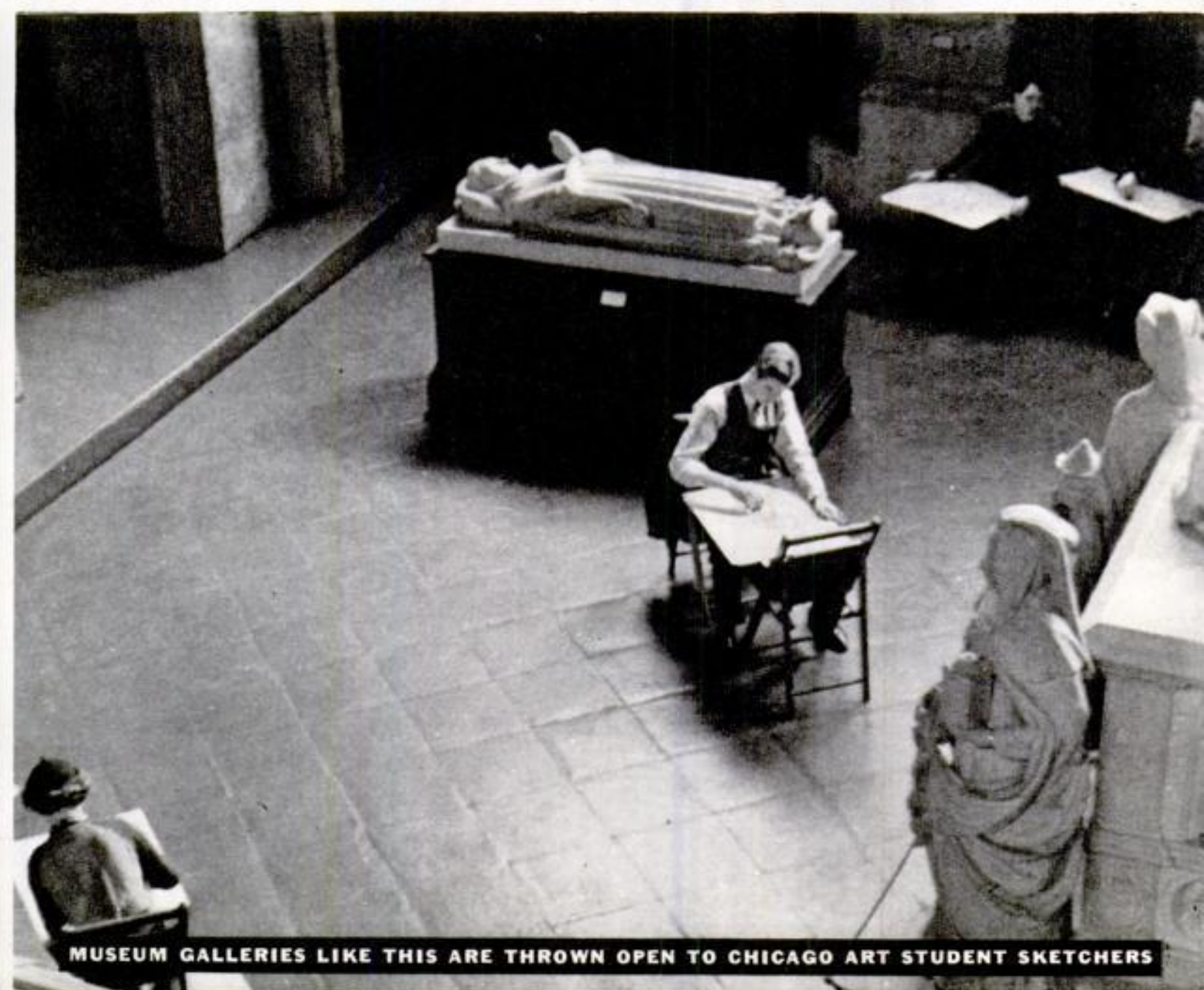
THIS MONK MODEL MAKES A COMPACT SCULPTURAL STUDY



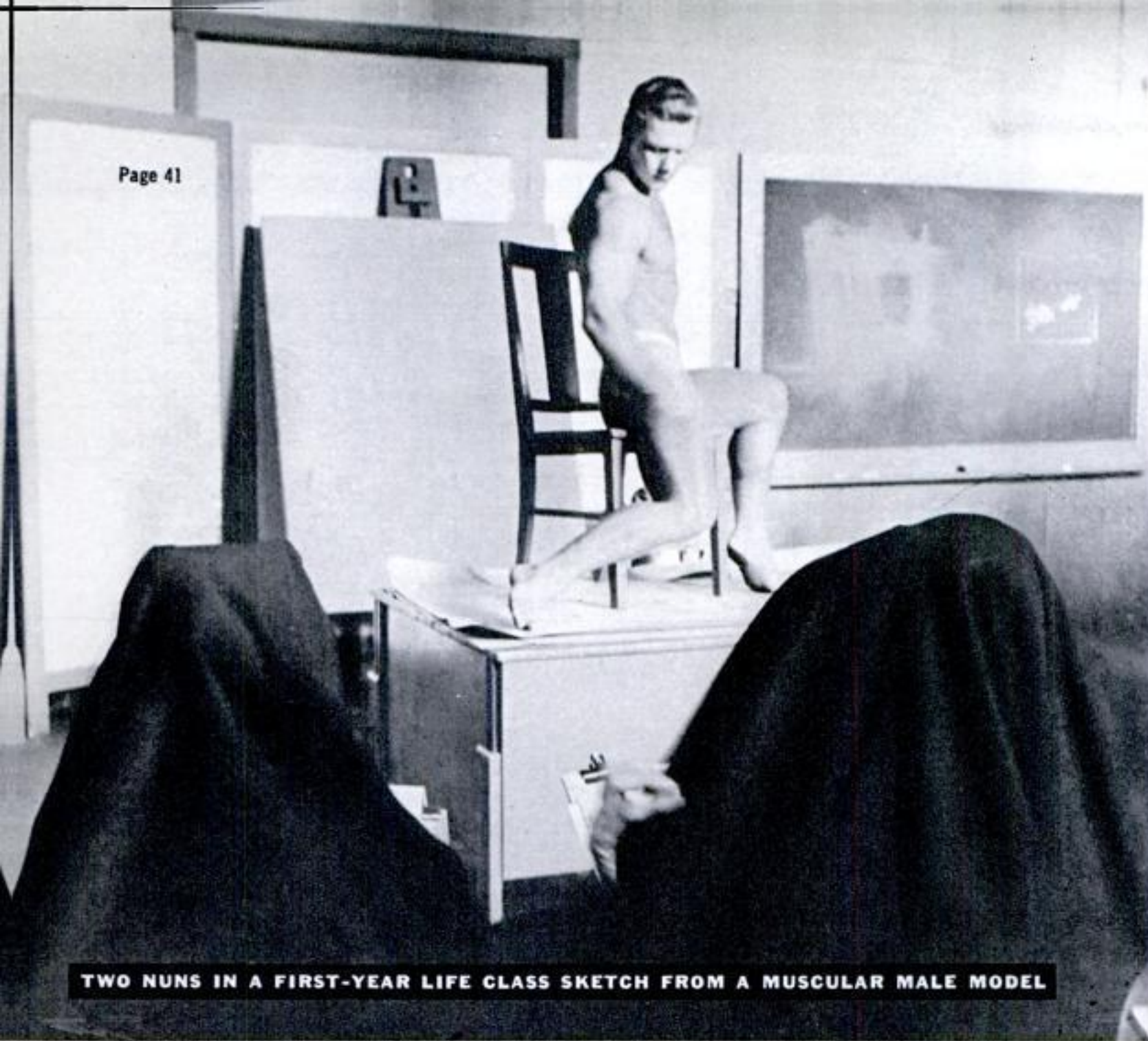
A PUBLIC-SCHOOL TEACHER GETS SOME PAINTING POINTERS



MURAL CLASSES ARE INCREASINGLY POPULAR IN THESE DAYS OF MANY MURAL PROJECTS



MUSEUM GALLERIES LIKE THIS ARE THROWN OPEN TO CHICAGO ART STUDENT SKETCHERS



TWO NUNS IN A FIRST-YEAR LIFE CLASS SKETCH FROM A MUSCULAR MALE MODEL



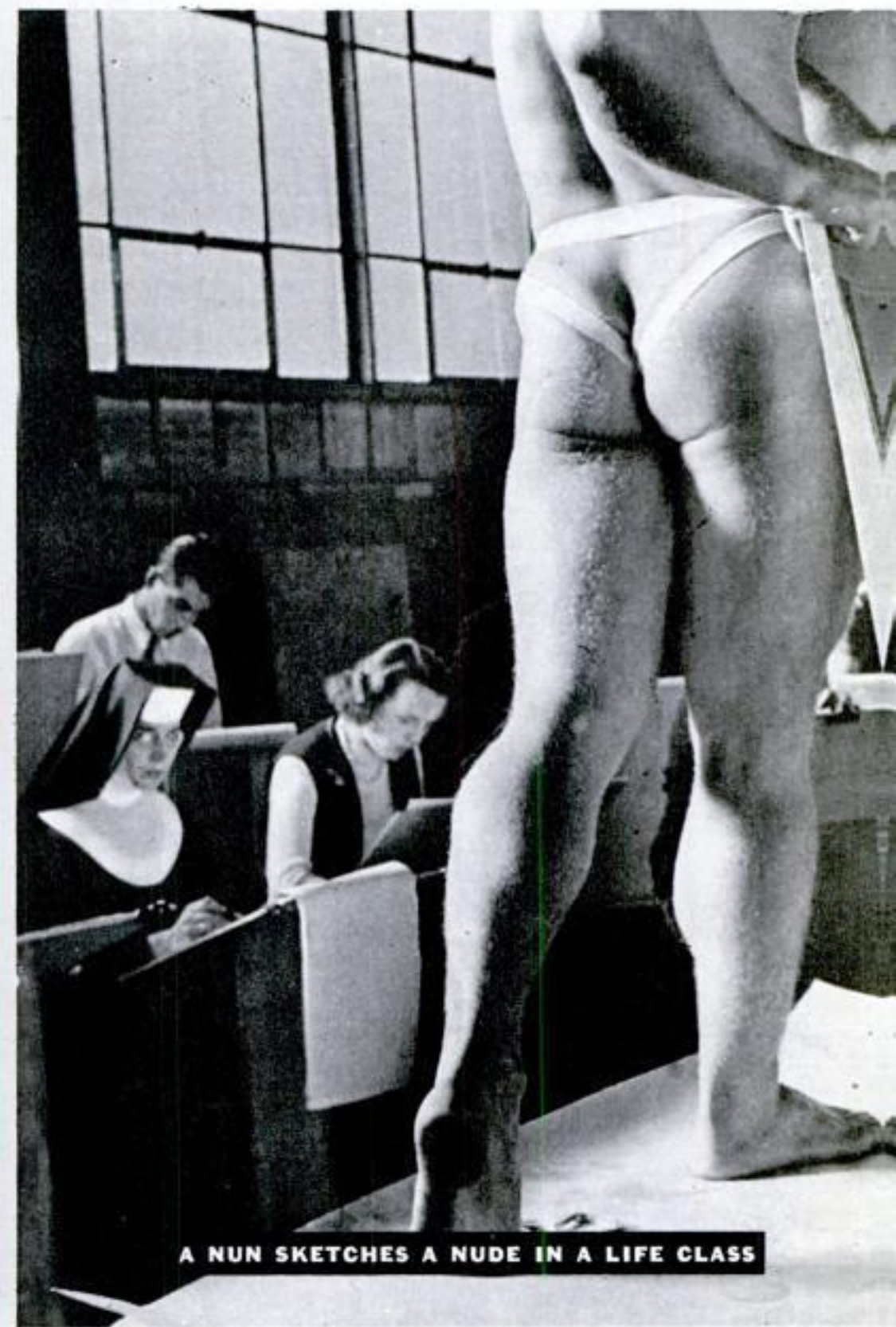
A JAPANESE GIRL ASSUMES GRACEFUL FLEXIBLE POSES FOR RAPID PENCIL SKETCHES



A BALLET MODEL SITS THUS FOR CONTEMPORARY DEGASES



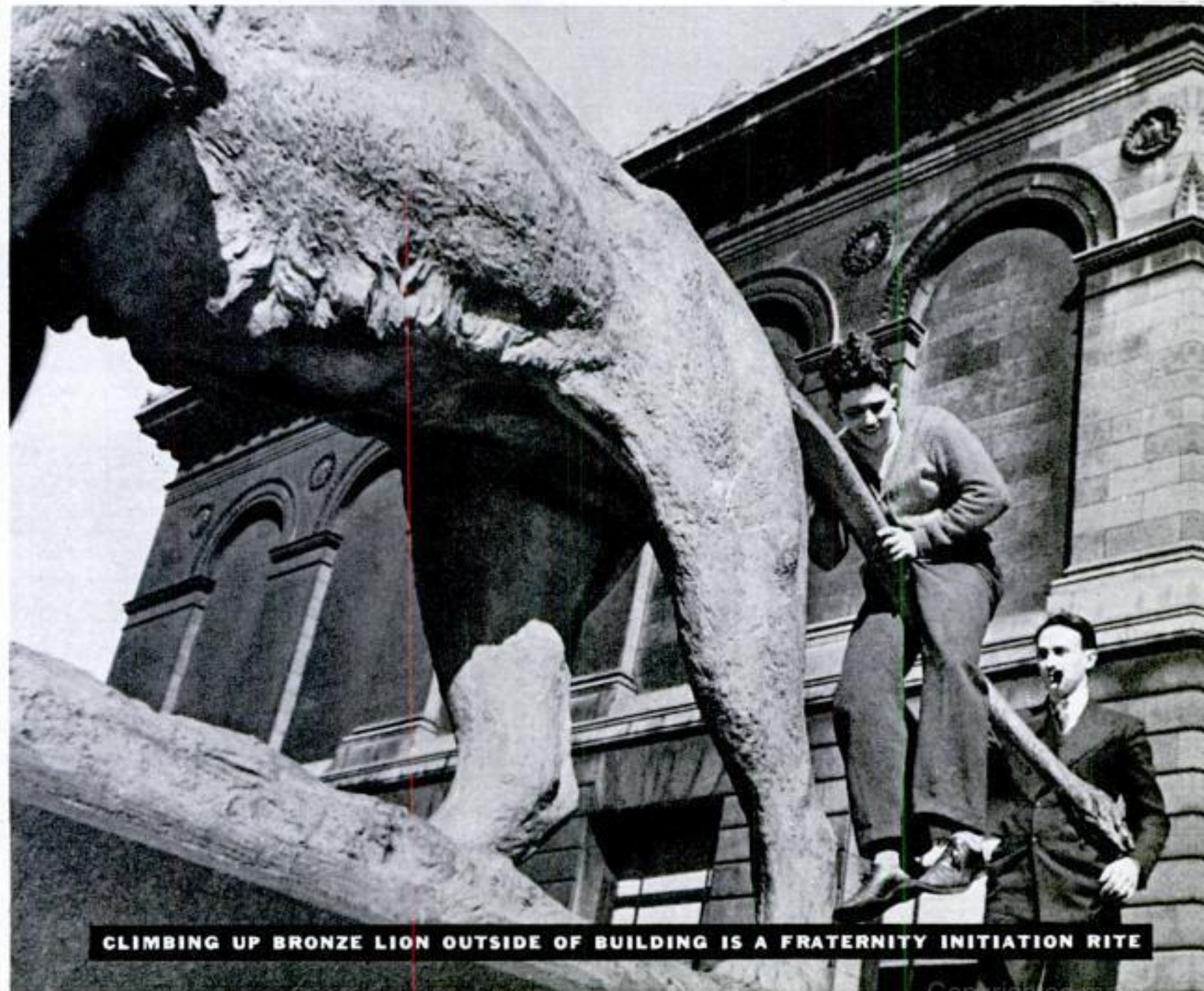
END OF CLASS FINDS CANVASES STACKED AGAINST WALLS



A NUN SKETCHES A NUDE IN A LIFE CLASS



THE SCHOOL CAFETERIA IS EMBELLISHED WITH A MURAL PAINTED BY STUDENTS



CLIMBING UP BRONZE LION OUTSIDE OF BUILDING IS A FRATERNITY INITIATION RITE



● **A FACT:** Beer is sensitive to light. In as little as 12 minutes of sunlight, the delicate hop flavor of good beer may be lost.

CONSORT'S RETURN ENDS DUTCH RUMOR

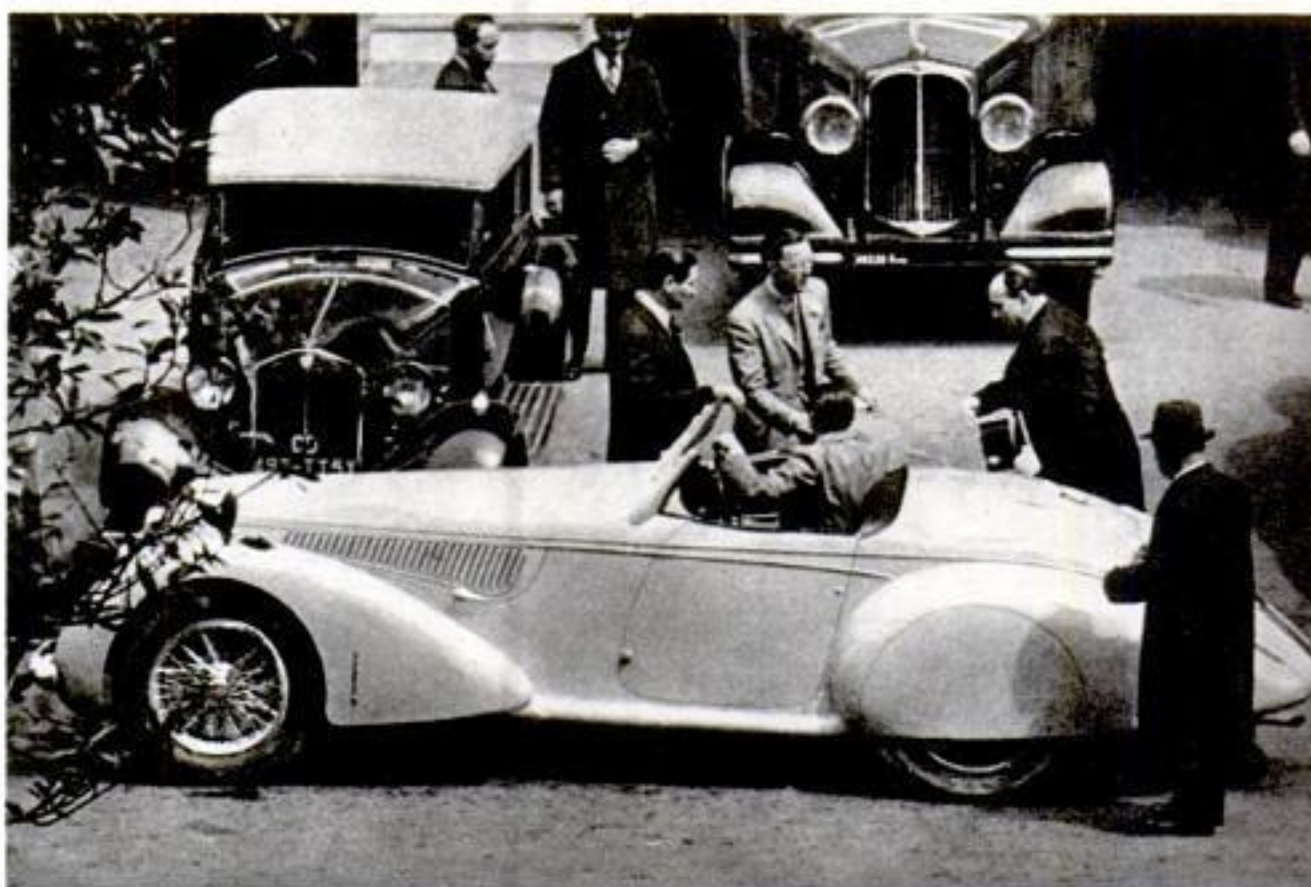
Though Dutch papers made no comment, Prince Bernhard, husband of Crown Princess Juliana of The Netherlands, left his bride and his 8-weeks-old baby on March 30 for a vacation in Italy and France. After foreign gossips had detailed that the rift might be permanent, and was due to the Prince's Nazi leanings and reckless auto driving, he suddenly returned on April 22.



Reunited, Queen Wilhelmina (left), Prince Bernhard, Princess Juliana and Baby Princess Beatrix watch a parade from Soestdijk Palace, on Juliana's 29th birthday.



In Cannes, on vacation, Prince Bernhard enjoys a good cigar, a cup of coffee, and the company of a blonde Mrs. Leslie. His brother, Prince Aschwin was with them.



The Prince (flower in buttonhole) raced home in this brand-new Alfa-Romeo bought on vacation. He covered the 473 kilometers from Paris to Soestdijk in six hours.



Beer IN CANS is easier to carry, easy to stack in a crowded refrigerator, on pantry shelf or in a picnic basket. Thousands say beer IN CANS tastes better. Canned beer is hermetically sealed at the brewery. Nothing can get in. Nothing can get out. The flavor is protected in total darkness.

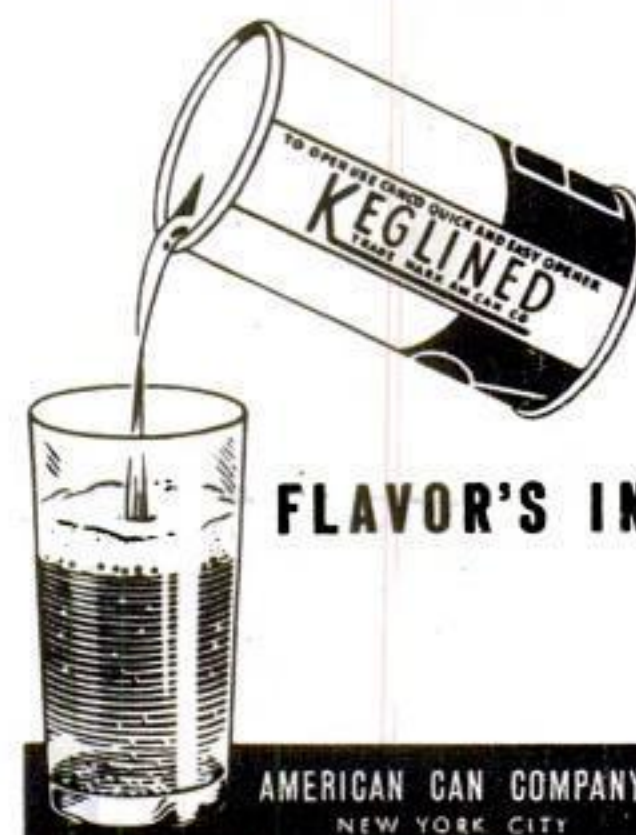


EASY TO CARRY
Less weight, no fear of breakage. Easier to carry because cans are shaped like this ↓

EASY TO COOL
Put canned beer anywhere. Takes less space because cans are shaped like this →

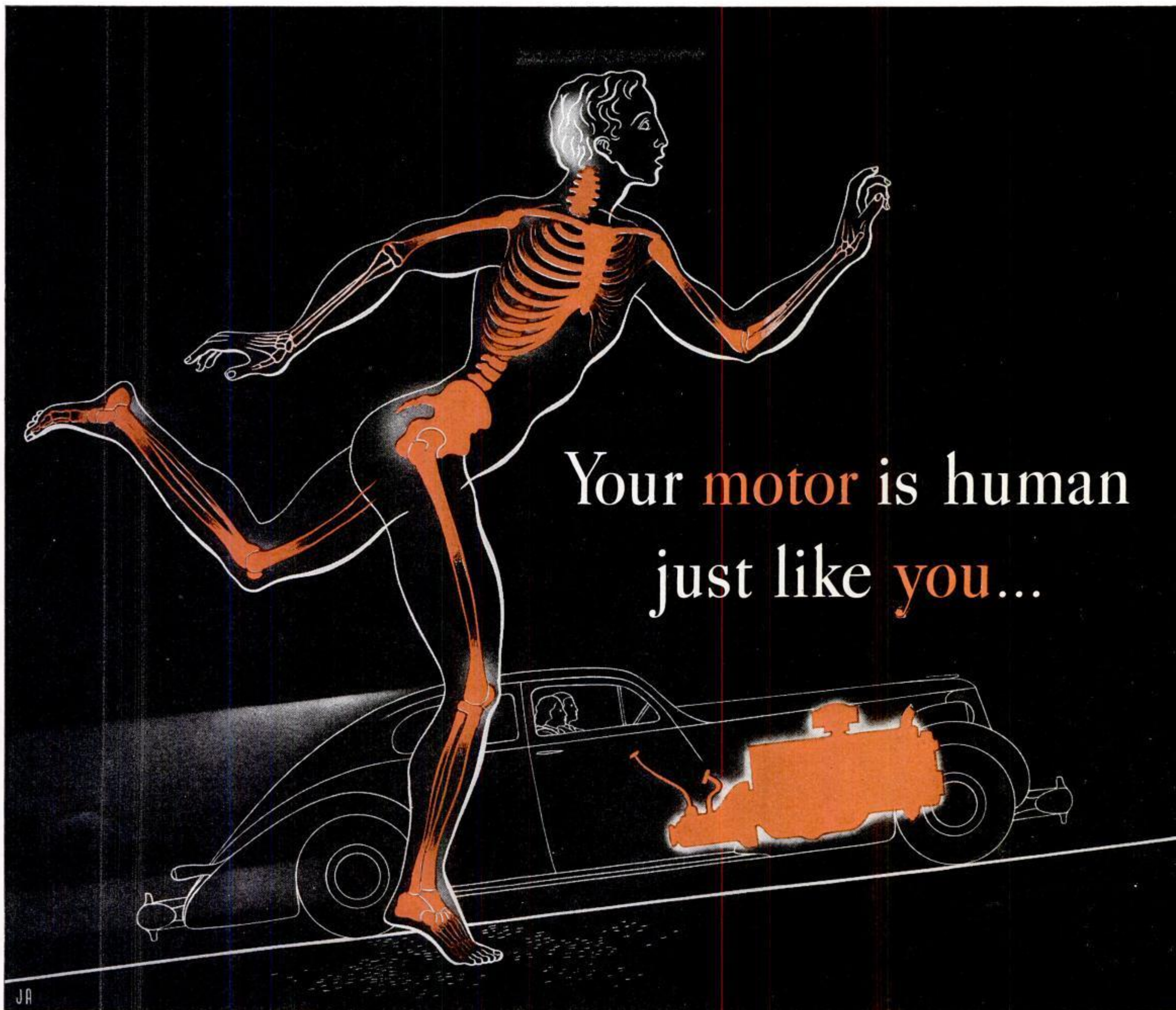


LIGHT'S OUT



FLAVOR'S IN

AMERICAN CAN COMPANY
NEW YORK CITY



Your **motor** is human
just like **you**...

Action, always action! . . .
Whether asleep or awake, hundreds
of parts of the human body must keep
on working without FRICTION . . .
Friction brings PAIN . . . Friction
is CRIPPLING . . . And, sometimes,
friction leads to DEATH.

Now see the wisdom of Nature! Wherever within the human body there is *action* and *movement*, Nature *lubricates* by creating an *anti-friction film*. A film so perfect in its qualities that rarely does the human body suffer from *Film-Failure*.

Think of your motor car as human, too. Don't let your motor's metal organs and parts suffer from *defective lubrication* and *Film-Failure*.

Lowered power may be your motor saying: "*Film-Failure*"! Excessive consumption of fuel may be your motor protesting: "*Film-Failure*"! Scuffed and burned out bearings, pitted valves and cracked pistons are often the last desperate cry of: "*Film-Failure*"!

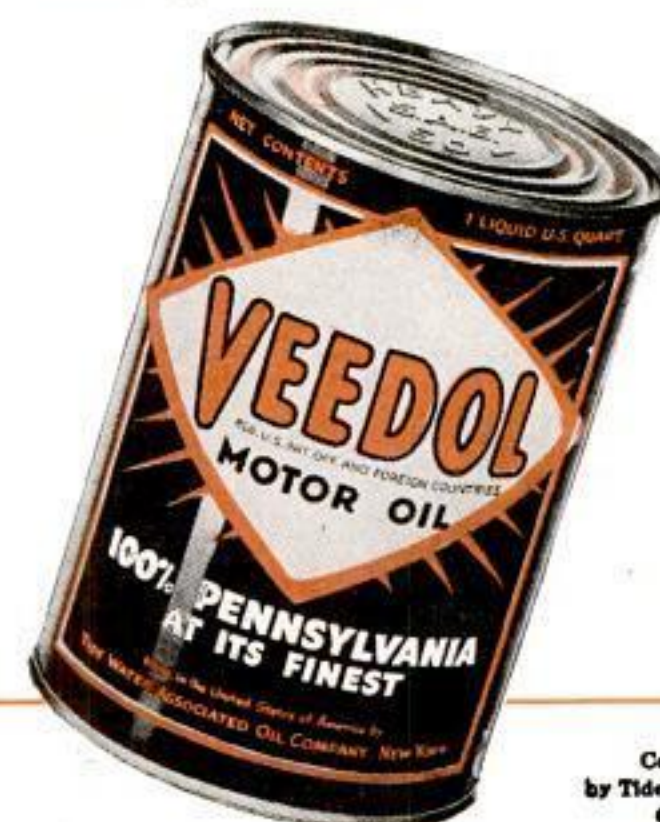
Give your motor the assured *Film of Protection*. Keep it supplied with Veedol Motor Oil, a lubricant as perfect for *motors* as the special lubricants of the human body are for *Man*.

Film of Protection defines, with *exactness*, the positive performance of a lubricant possessing unique and superlative qualities.

Film of Protection is a way of truly stating that Veedol is refined *exclusively* from Bradford-Pennsylvania crude, the most prized crude in the world.

Film of Protection is a way of truly describing a lubricant that *fully safeguards* the modern high-speed motor. A 100% Pennsylvania oil with the proved qualities to withstand terrific heat and destructive friction.

Only under the name of VEEDOL can you buy the *Film of Protection*.



The Film of Protection

MADE FROM THE WORLD'S TOP-PRICE CRUDE OIL
YET NEVER PRICED HIGHER THAN 35 CENTS A QUART

Copyright 1938
by Tide Water Associated
Oil Company

America's **FOUR** Whiskies



OLD TAYLOR — marked with the signature of a man who made whiskey history



OLD OVERHOLT—128 years famous for its rich, robust rye taste



MOUNT VERNON—delicate in flavor...the patrician of American ryes

MOST

TRULY American and traditionally fine are these four great whiskies.

Even back in 1875, when the first Kentucky Derby was run, the oldest of this quartet had been distilled for 65 years.

All are straight whiskey and full 100 proof, supremely rich and maturely mellow.

All are bottled in bond under the strictest supervision in the world—the standards laid down by the U. S. Government.

Each bears an old and honored name. Each is distinguished by a characteristic taste all its own.

Surely, none but great whiskies could enjoy the deep respect and the unbroken popularity that these four have held for so long.

And today they are priced within the means of almost anyone.

Copyright 1938, National Distillers Products Corporation, New York

Bottled in Bond

UNDER U.S. GOVERNMENT SUPERVISION
AND THE EMBLEM OF NATIONAL DISTILLERS

YOUR GUIDE TO



GOOD LIQUORS



OLD GRAND-DAD — one
of the finest bourbons that
ever came out of Kentucky



Invitation to a Star Party

Dear Mr. Want-to-Shine:

This week every Arrow dealer in the whole land takes the wraps off the Shirt Stars for 1938—and stages a big Style Party.

Besides a pre-view of the Shirts that will set the styles for the next six months, the show in-

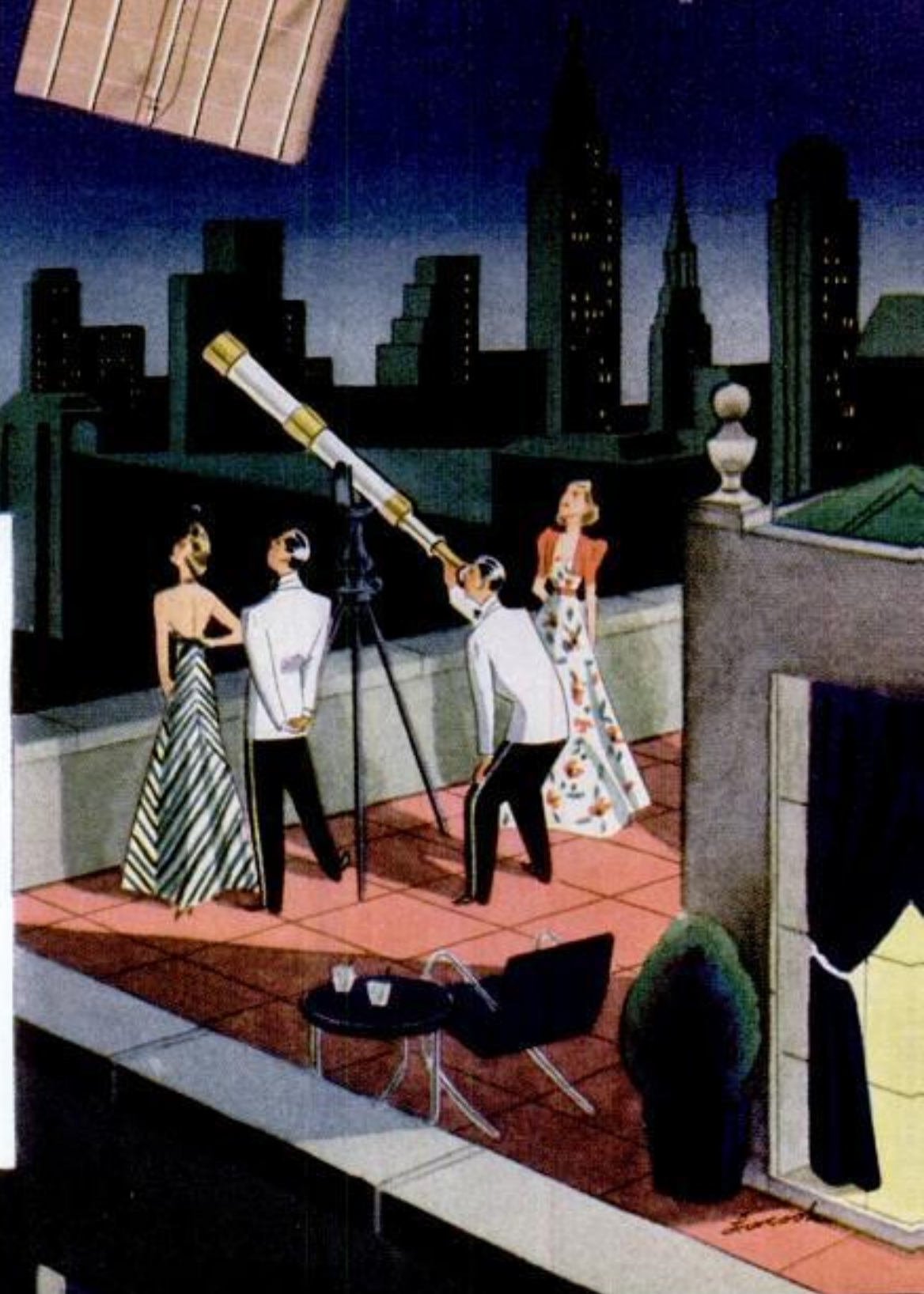
cludes the season's blue-ribbon exhibit of Arrow Ties, Handkerchiefs and Underwear.

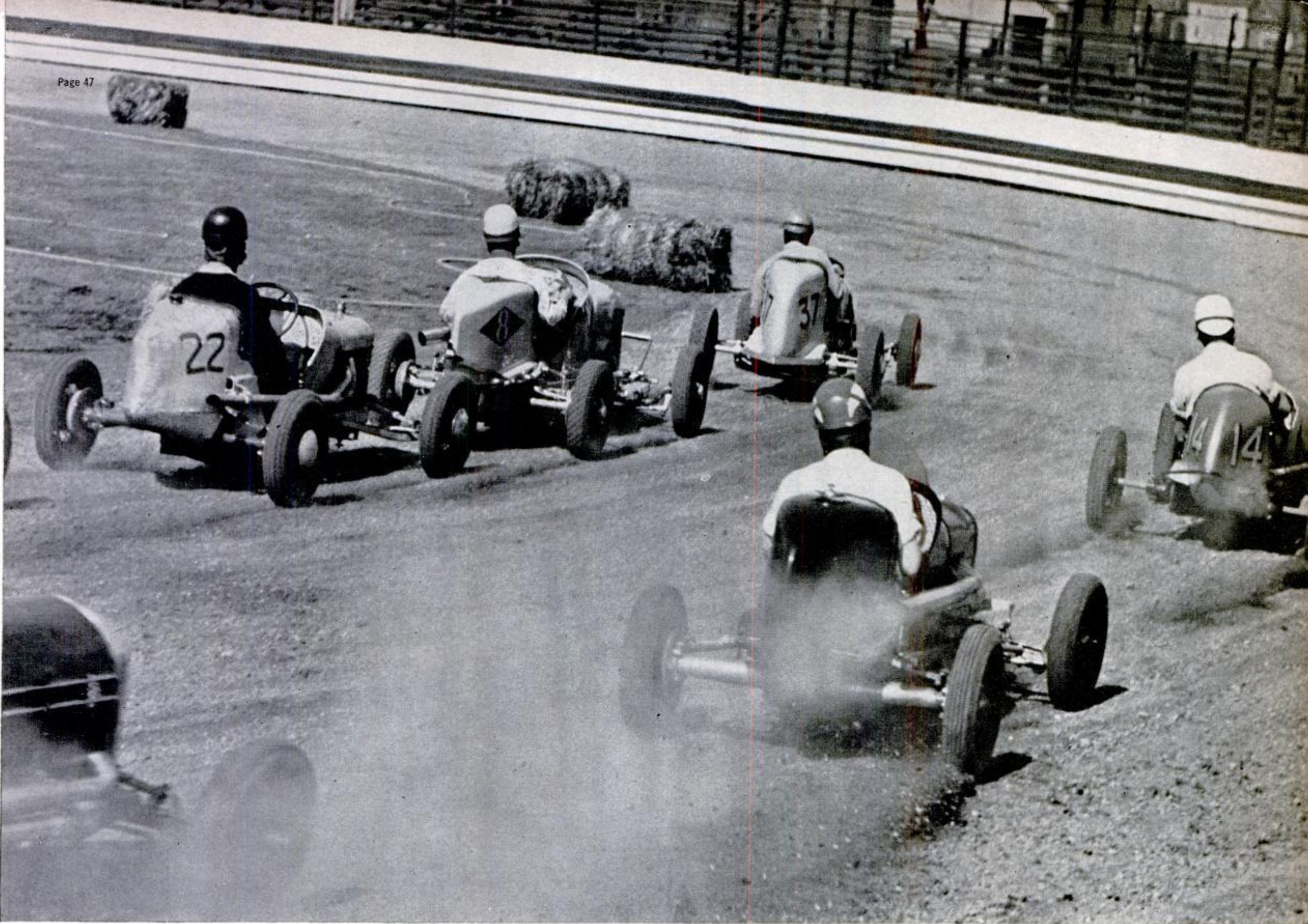
We call this occasion *National Arrow Week*, and if you want to be first to wear what's new, it'll be worth your while to drop around.

Sincerely yours,



NATIONAL ARROW WEEK • MAY 23 TO MAY 28





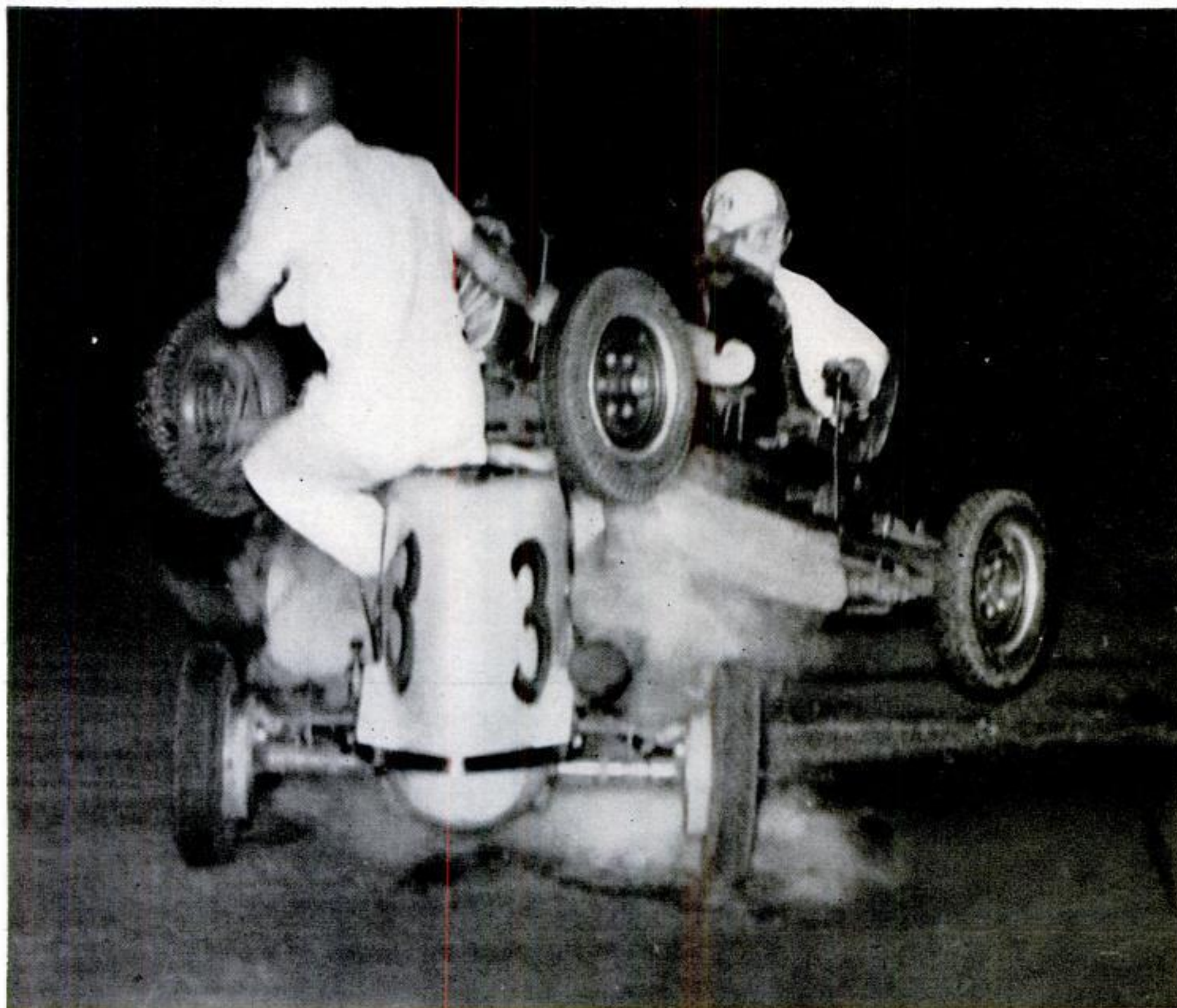
MIDGET AUTOS, WARMING UP, HEAD FOR THE TURN WHERE THERE IS MOST DANGER FOR DRIVERS, MOST EXCITEMENT FOR SPECTATORS

CRASHES DRAW MILLIONS TO MIDGET AUTO RACES

The backbone of U. S. auto racing is not the big Memorial Day event at Indianapolis where 150,000 spectators crowd to watch big cars whiz around the big track at 120 m.p.h. Much more important to the sport are the races that take place every day in the week between midget autos on small fifth- or quarter-mile tracks. The racing of midget cars, which are called "doodlebugs," last year attracted 10,000,000 cash customers, as many as big league baseball. These millions went to be excited by the high snarl of doodlebugs down the straightaway, the shriek of brake and tire around a turn, by the sight and smell of exhaust pipes spewing orange flames and the fumes of gasoline, benzol, castor oil. But the millions went, above all, to see the crashes.

Most midget tracks are not banked. Around their sharp turns, doodlebugs veer at right angles, crashing, rolling, hurdling, climbing each other's wheels, flying through fences (*see p. 49*). Midget racing looks like the most dangerous of sports but the spectator can bear the strain because he knows that broken bones are infrequent and fatalities rare.

There are 100-odd U. S. doodlebug tracks, many set up in regular circuits. Drivers race four or five times a week. Most of them are big-car drivers, who make their steadiest income in midget racing. Their doodlebugs are half the size of big racers, can get up to 120 m.p.h. on a straight track but seldom average more than 50 m.p.h. in a midget race.



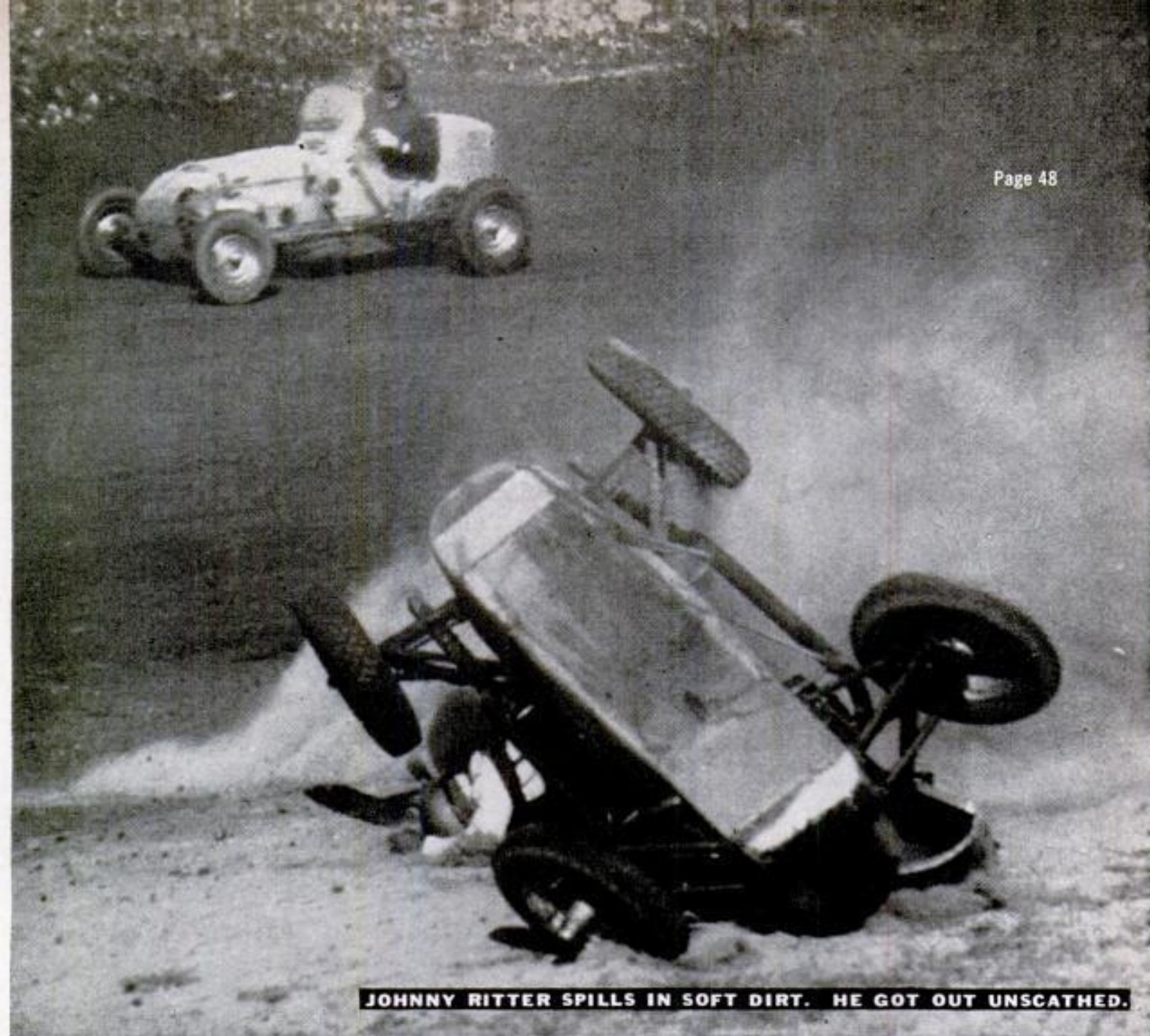
Doodlebug crash: Everitt Rice took this turn too fast, stalled his car. Unbuckling his safety belt he leaped to

safety just as Cowboy O'Rourke crashed and climbed. Midget cars have only one gear, always stall when they stop.

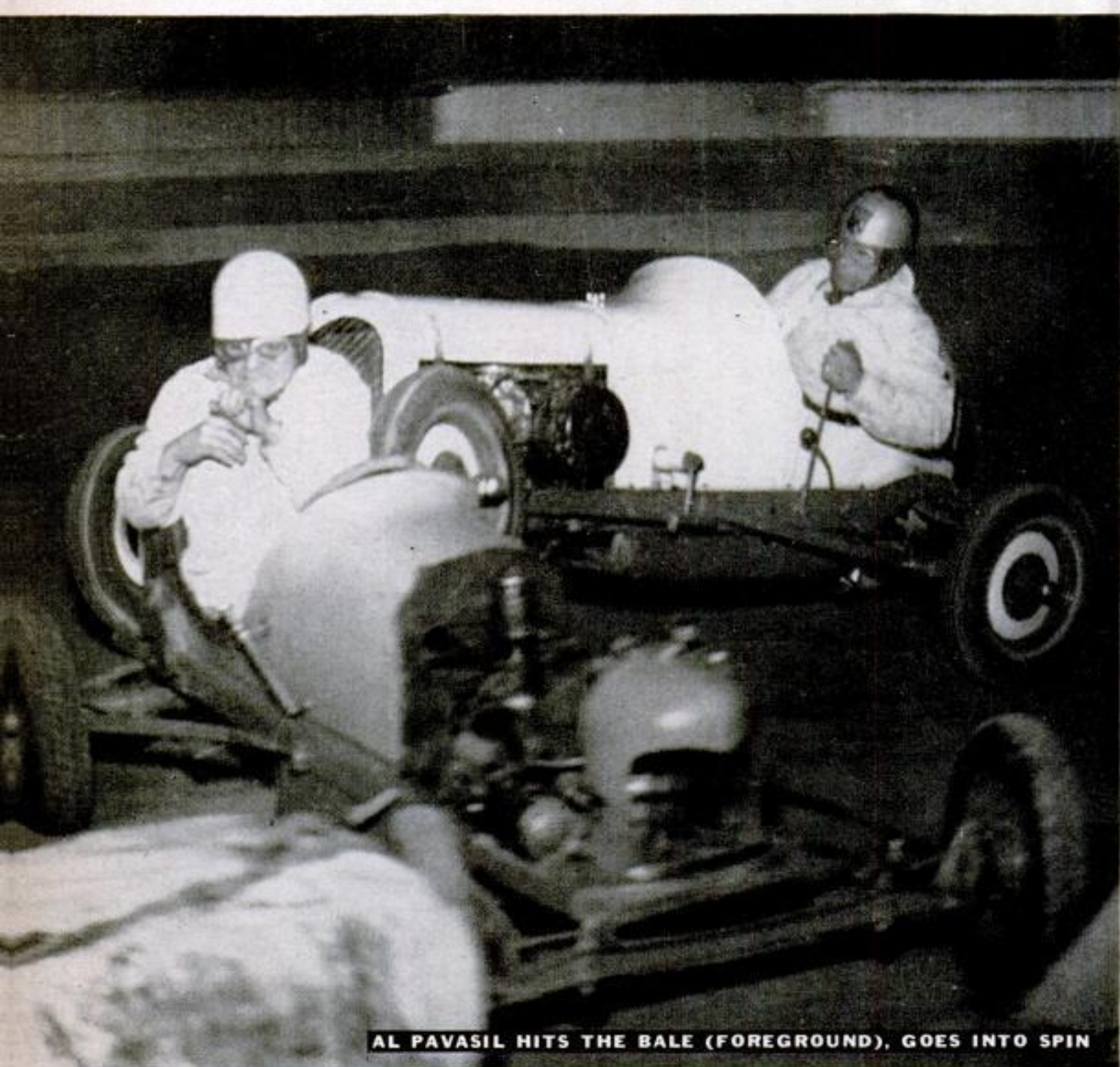
CONTINUED ON NEXT PAGE



CURLEY MILLS RIDES RIGHT OVER THE WHEELS OF A STALLED CAR



JOHNNY RITTER SPILLS IN SOFT DIRT. HE GOT OUT UNSCATHED.



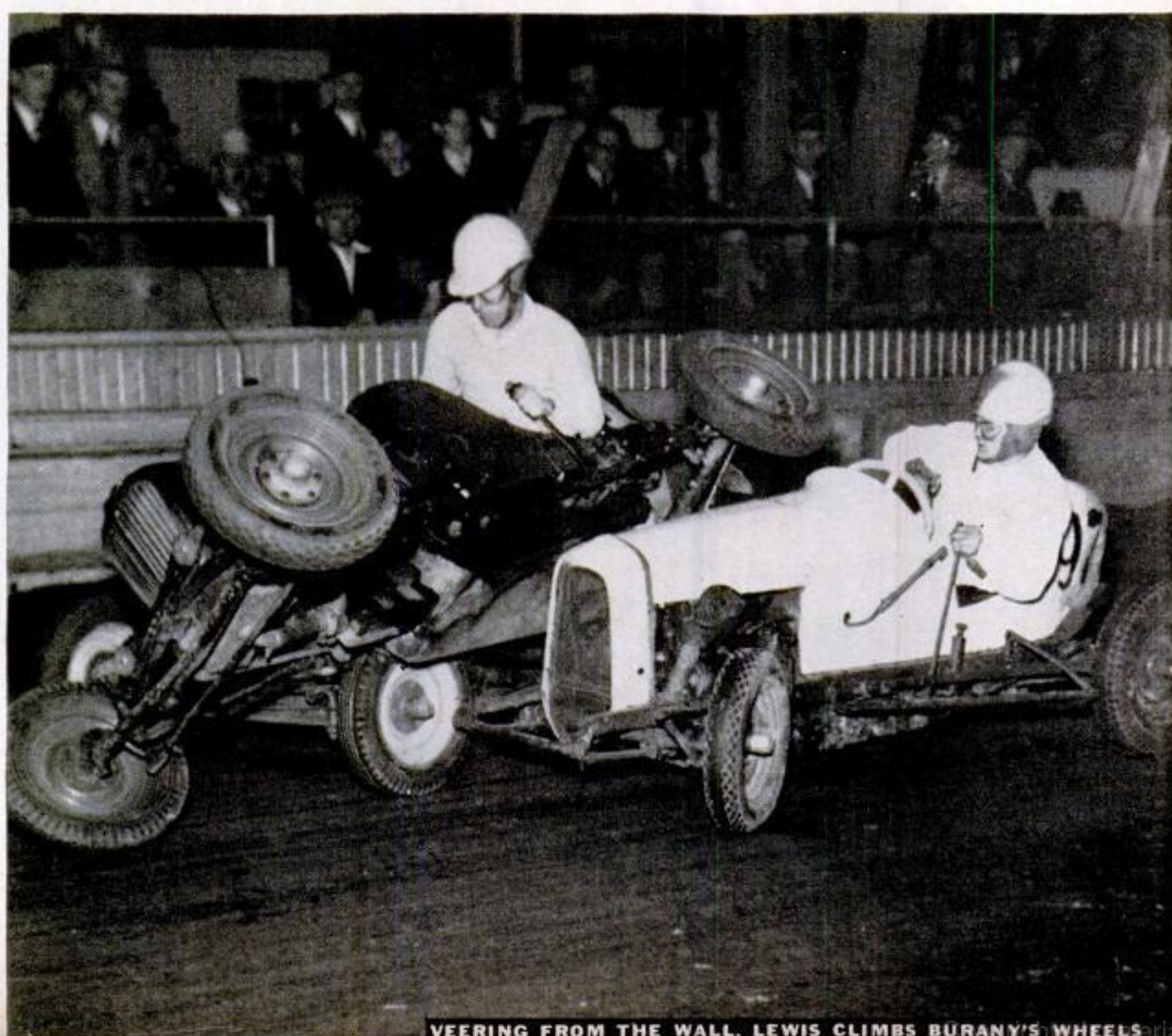
AL PAVASIL HITS THE BALE (FOREGROUND), GOES INTO SPIN



LOOK AT THE DRIVER IN REAR, CLEARING THE FENCE. HE WAS UNHURT



AS BAILEY SPINS CLEAR AROUND, REDMOND MOUNTS HIS HOOD



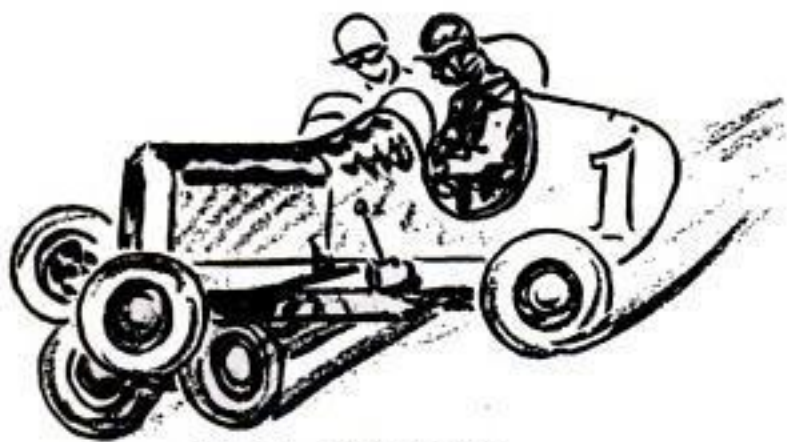
VEERING FROM THE WALL, LEWIS CLIMBS BURANY'S WHEELS

Midget racing is more exciting than dangerous

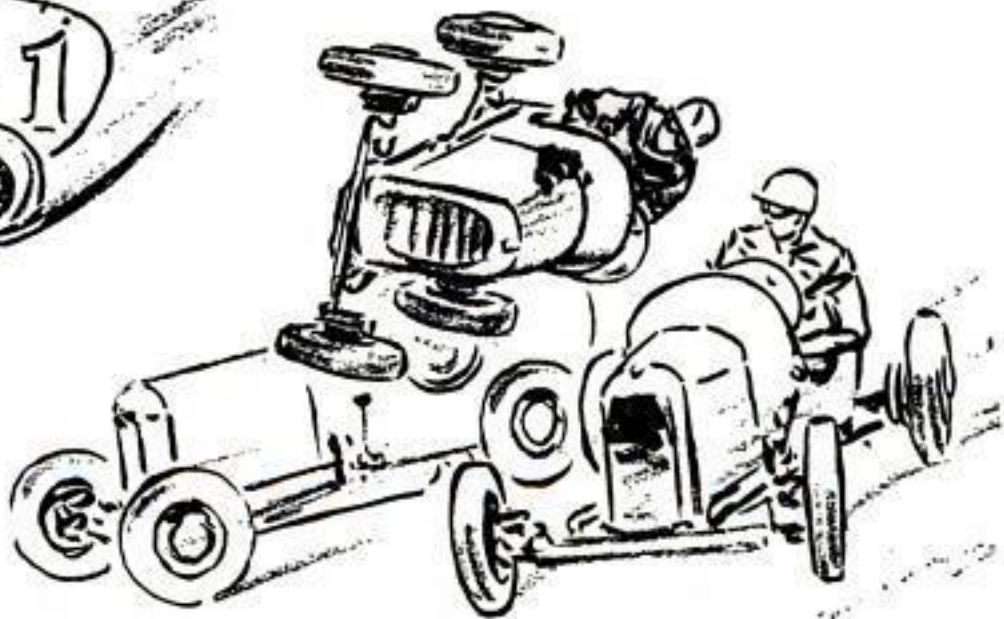
Paul Brown, the best horse-race illustrator in the U. S., is an ardent doodlebug devotee. Last summer he spent many evenings at the Freeport, L. I., track, watching and sketching. Some of his drawings appear below. Yet, though these accidents are common at midget tracks, Freeport last year had only three cases in which drivers' bones were broken. And although the spills photographed here are normal in the lives of doodlebug drivers, who have been through dozens as bad, only one driver in this group was a racing fatality, the late Curley Mills whose picture is at top of the opposite page.



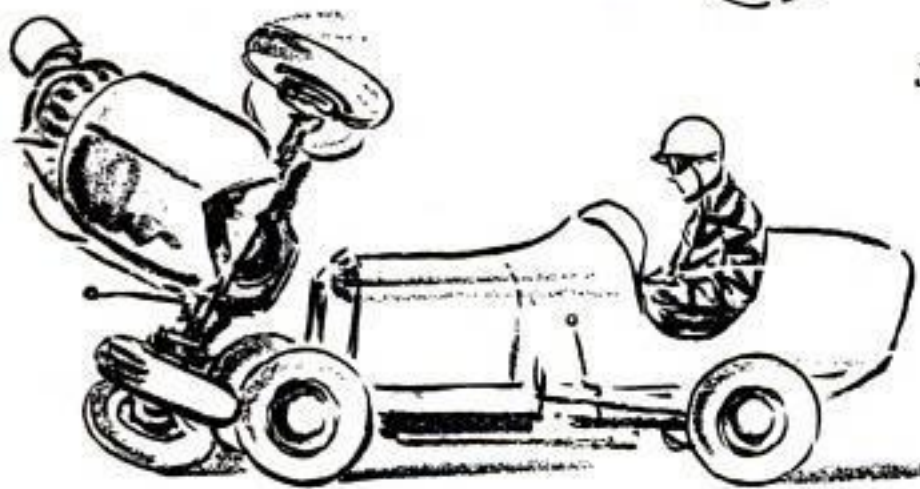
FENCE BUSTER: ONLY THE FENCE WAS DAMAGED



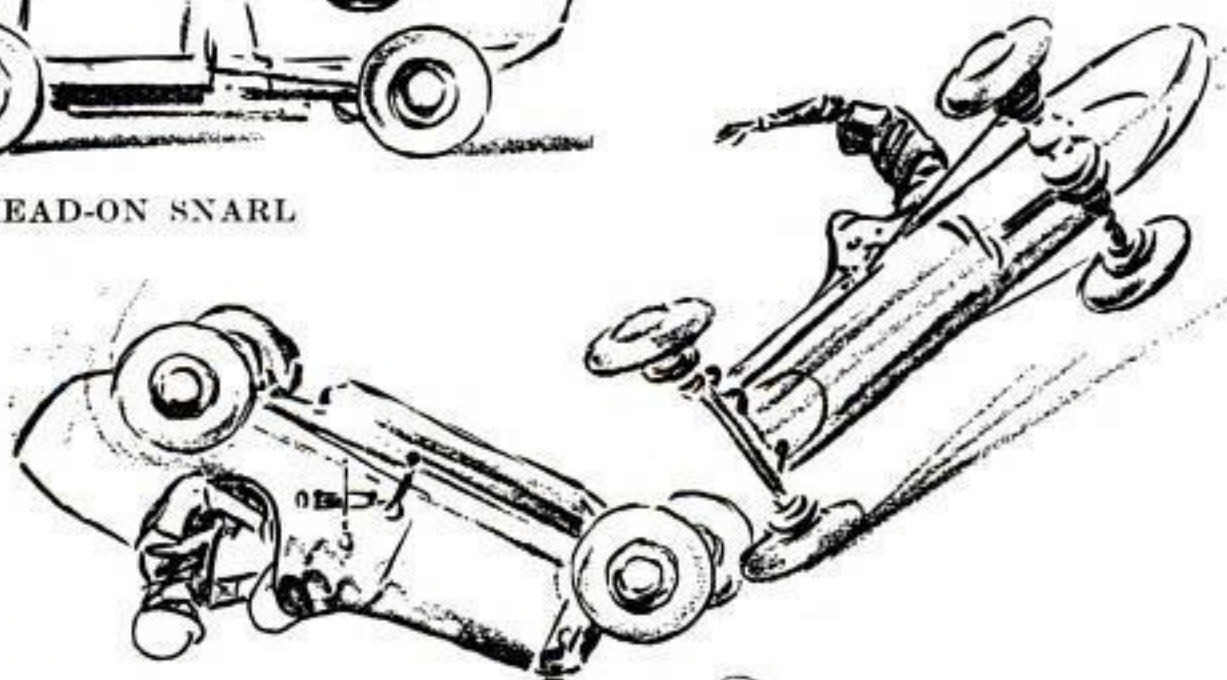
HOOD CLIMBER



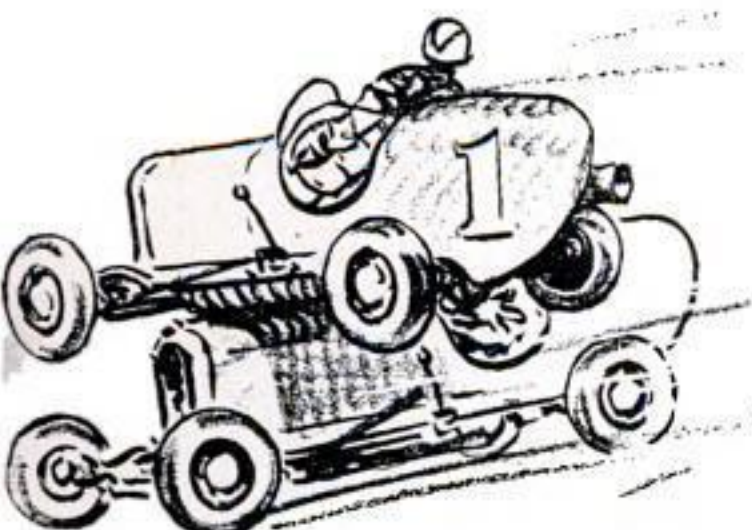
JAM AND SOMERSAULT



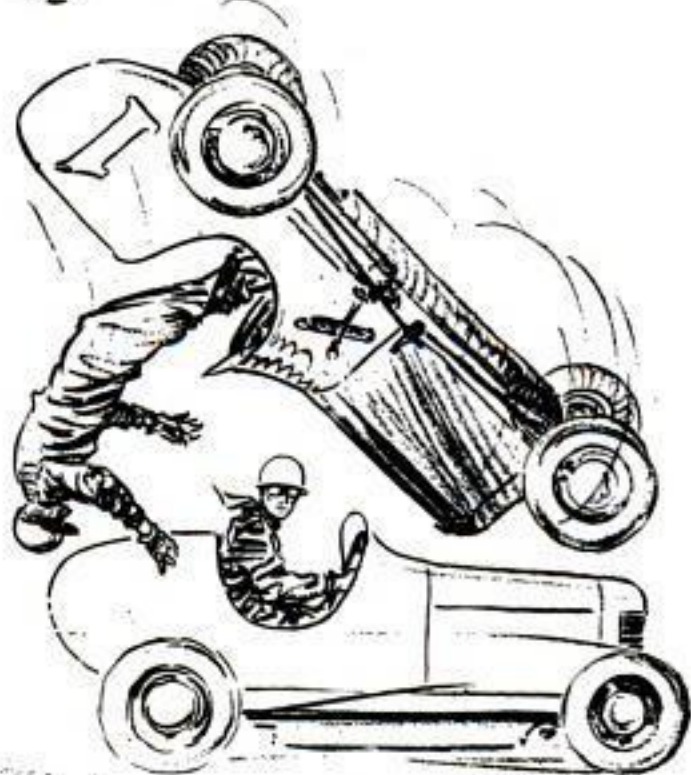
HEAD-ON SNARL



DOUBLE TUMBLE



FREE RIDE AND ...



... FREE RIDE END



"TUDY" MARCHESI LANDS ON HIS HEAD

Life Looks at Wedding Rings, Old and New



CLASPED HANDS WERE THE FAVORITE SYMBOL ON WEDDING RINGS 100 YEARS AGO. SOME OPENED, HAD INSCRIPTIONS INSIDE.

On a gloomy day when trade was poor, some unsung business-getter of the 16th Century probably sold a lovesick swain the notion that one ring, presented to a bride on her wedding day, was a piffling way to express one's affection. Why wait until the wedding day to bind the betrothed with a ring? Why not a betrothal ring? Thereupon engagement rings were born, and the jewelry business boomed.

Today, jewelers are faced with a similar problem. Bright young engaged couples of the New Poor are foregoing engagement rings and substituting combination engagement and wedding rings like the one the groom is putting on the bride's finger on the opposite page. But to put new life in the wedding-ring market, jewelers are trying to popularize in the U. S. the European custom of rings for husbands as well as wives.

The 14 rings on this page represent styles popular in the past century. It takes about 15 years for a novelty to become popular. Exception is the Windsor wedding ring, introduced last year and already a best-seller.



WIDE GOLD BANDS WERE POPULAR 60 YEARS AGO, WITH INSCRIPTIONS LIKE THE ABOVE "VIRTUS JUNXIT MORS NON SEPARABIT."



MEDIUM GOLD BAND, INTRODUCED ABOUT 1900, IS STILL POPULAR (\$6 TO \$8), AND IS PREFERRED IN DOUBLE-RING CEREMONIES.



NARROW BAND, FIRST USED ABOUT 1915, IS NOW STANDARD WIDTH FOR MOST RINGS, GOLD OR PLATINUM, PLAIN OR CARVED.



ABOUT 60% OF ALL WEDDING RINGS SOLD ARE LIKE CARVED GOLD (ABOVE), OR PLAIN ONE (LEFT) AND COST FROM \$1.89 TO \$15.



CARVED PLATINUM WAS A SWANK NOVELTY ABOUT 15 YEARS AGO, IS NOW A POPULAR BEST-SELLER IN THE \$7 TO \$25 FIELD.



ROUND DIAMONDS IN PLATINUM STARTED ABOUT 1910 AND BECAME POPULAR BY 1925. THEY NOW SELL BEST AT ABOUT \$60.



BAGUETTE OR SQUARE-CUT DIAMONDS, NOW WEALTHY BRIDEGROOM'S RINGS, COST \$150 TO \$1,000. THIS LAMBERT BROS.' \$350.



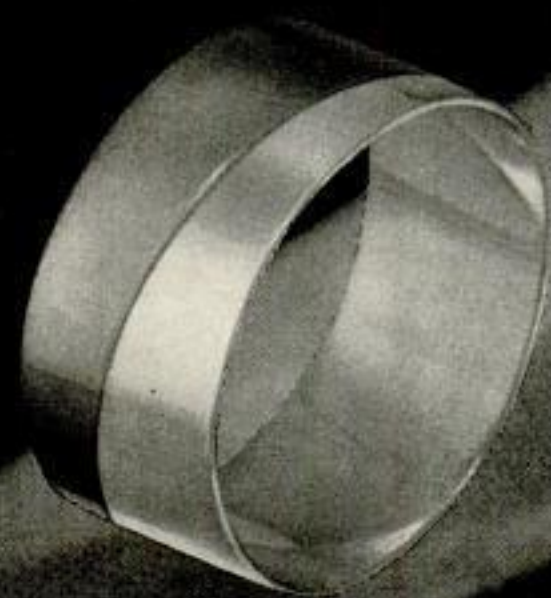
LESS AFFLUENT BRIDEGROOMS BUY GOLD OR PLATINUM RINGS WITH DIAMONDS ONLY HALF WAY AROUND FOR \$6 TO \$60.



TWO HEARTS PIERCED BY AN ARROW IS AN OLGA TRITT (N. Y. JEWELER) VERSION OF THE ALL DIAMOND BAND, COSTS \$125.



COMBINATION ENGAGEMENT AND WEDDING RINGS ARE A POPULAR DEPRESSION EXPEDIENT AMONG THE SMART SOCIALITE POOR.



TWO-TONE WIDE GOLD BAND IS A NEW HIGH-STYLE VERSION OF GRANDMOTHER'S WIDE GOLD BAND (TOP, RIGHT), COSTS \$15.



ANOTHER ENGAGEMENT-WEDDING RING COMBINES WIDE GOLD BAND AND TWO NARROW ONES WITH CLASSIC SOLITAIRE, \$350.



WINDSOR RING (OCTAGONAL FOR EDWARD THE VIII) WAS MADE BY J. R. WOOD, IS A 1938 BEST-SELLING NOVELTY AT \$12.

and Finds

that U. S. weddings reached an all-time high in 1937

that 1,400,000 couples were married that year

that 1,600,000 real wedding rings were sold by jewelers

that wedding rings and gifts are 25% of a jeweler's business

that 7,000,000 other wedding rings were sold in dime stores

that 14% of all weddings occur in June



METRO

LEWIS MUMFORD'S BOOK SCRAPS TODAY'S

The next generation will probably remember Lewis Mumford as an able critic of the senseless, unhealthy, machine-made urban living of the early 20th Century. If fortunate, it may also recall him as a prophet whose idealism and advanced thought made it possible for people to inhabit planned communities where the art of living socially is paramount.

Mr. Mumford's book *The Culture of Cities*, published April 14 by Harcourt, Brace (\$5), is extremely timely. For this year, the long-awaited building boom has started as a trickle in various regions of the U.S., may presently become a roaring river. A pent-up need for accommodations, a realization that even low-cost housing may be profitable to the private investor, and governmental subsidies and loans combine to make it the greatest potential building boom of history. Unlike past booms, it will probably be the work of a few large commercial builders who construct whole developments rather than of small citizens who order small individual houses.

First signs of this boom are the Metropolitan Life Insurance Co.'s announcement of a \$35,000,000 low-cost housing project in The Bronx, New York City, to hold 50,000 people, and the \$255,000,000 to be spent this year by the U. S. Housing Administration. These sums, however, are trifling compared to the two billion



Bricked-in hell of a London slum, as pictured by grisly Realist Gustave Doré about 1850. Minus air, sunlight, water, soap, privacy; plus vermin, disease, vice, socialized misery.



POLIS

CITY, PLANS A NEW AND SANER U. S.

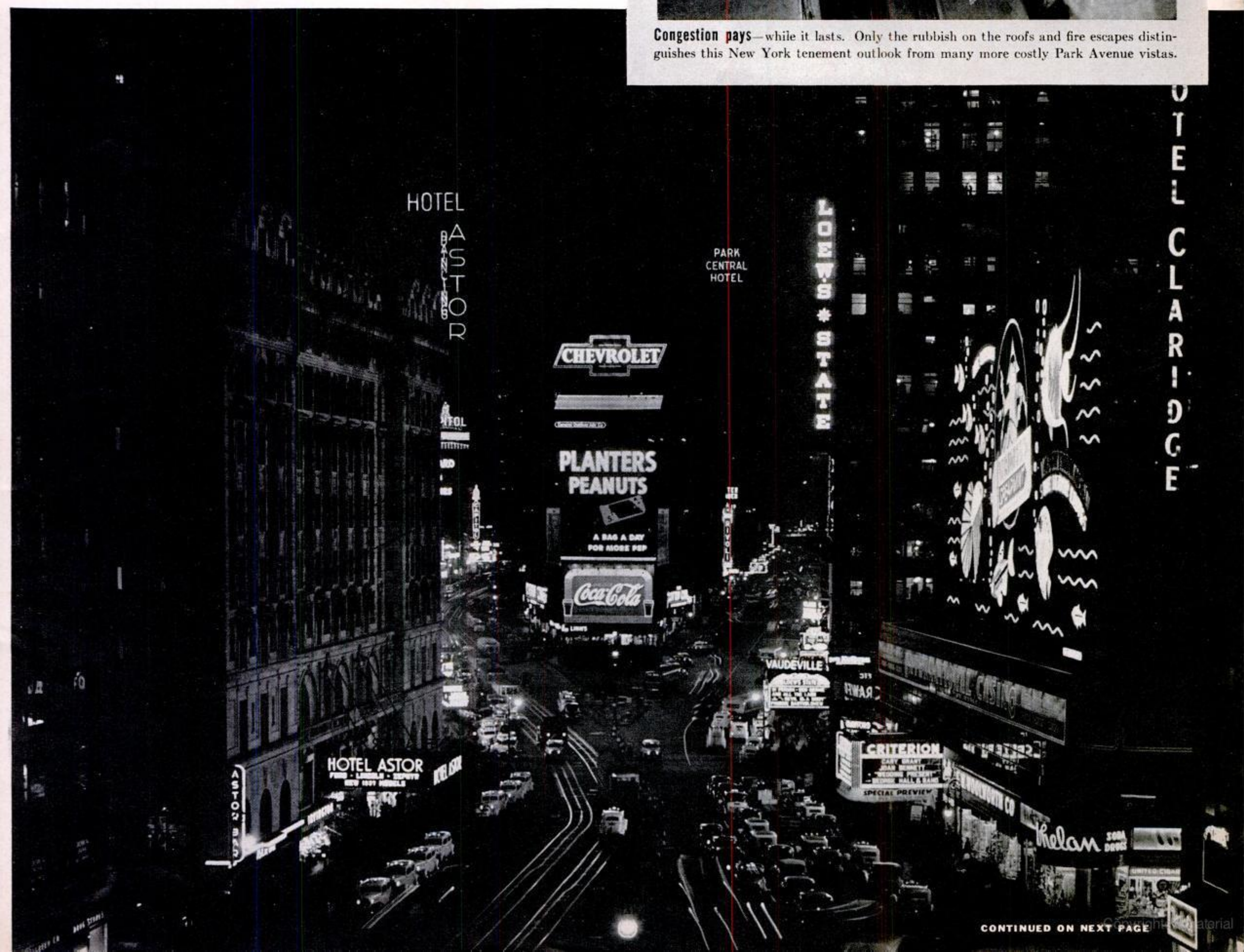
dollars which would have to be spent every year to rehouse the ten million families dwelling in squalor in big-city slums.

A building boom which can change the face of the country and improve the existence of its inhabitants can also create architecturally and socially unsound towns in the future, as past booms have created the horrors of today. To city-planners and those whose money will pay for the new developments Mr. Mumford's book will serve as a valuable blueprint in creating housing projects and a check against dreams of centralization.

He has traced the growth and evolution of the city from medieval times and shown what little progress has been made. To him the occasional blaze of festivities in the market place in 16th Century Antwerp (*lower left*) has degenerated into the glaring, machine-gun entertainment of Broadway (*lower right*) and the 19th Century slums (*left*) have simply been replaced by 20th Century slums (*right*). Feudalism, monarchism, capitalism have piled up cities not as places for millions to live in according to any rational plan but as stopgaps. The culmination of this trend is the metropolis, a super-city, which will either die of exhaustion or be razed to sanitary levels and cleared of its teeming population. The pictures on following pages illustrate Mr. Mumford's theories and are captioned by him.

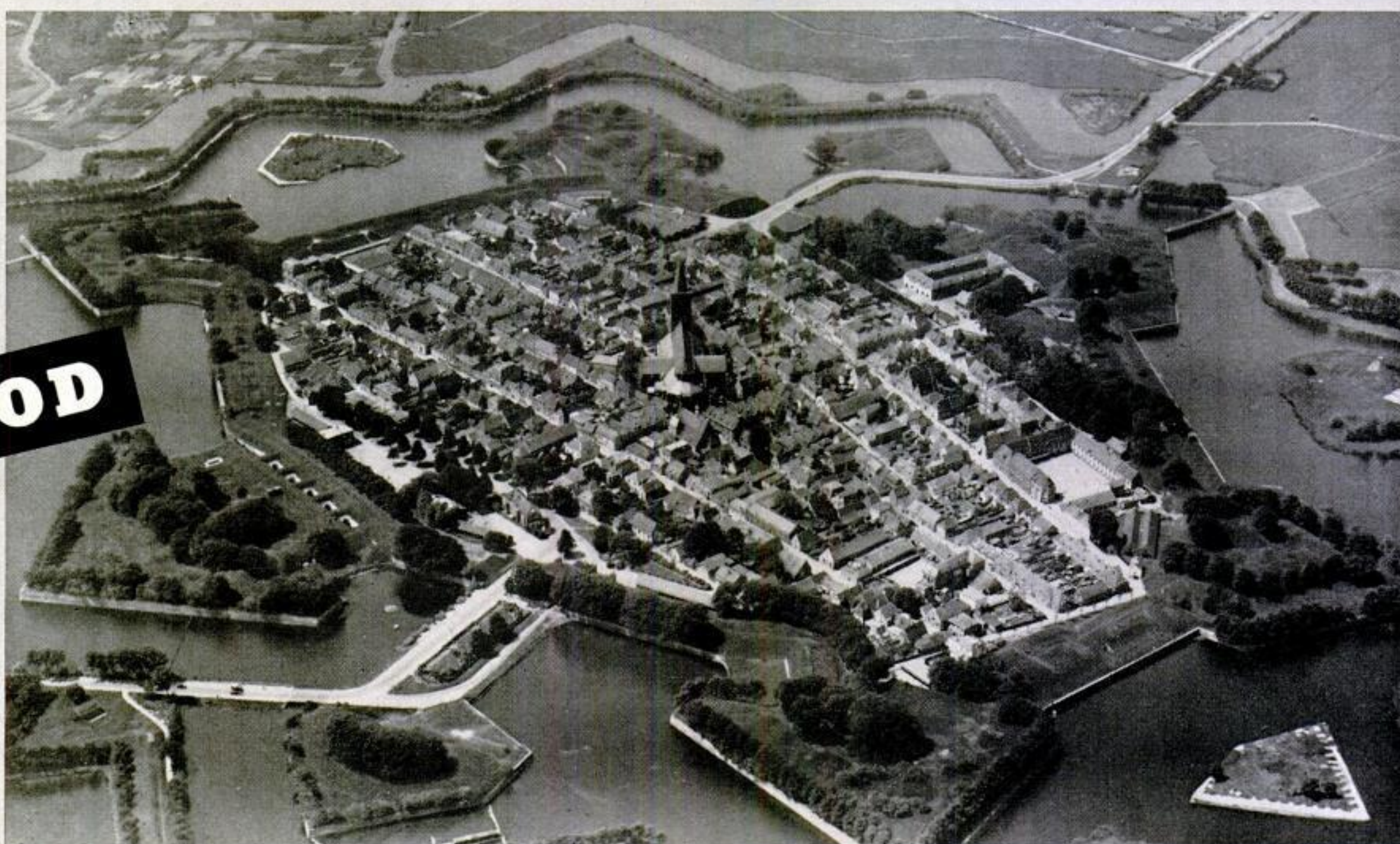


Congestion pays—while it lasts. Only the rubbish on the roofs and fire escapes distinguishes this New York tenement outlook from many more costly Park Avenue vistas.



HOLLAND HAS PLANNED CITIES; THE U. S. HAS BUILT CHAOS

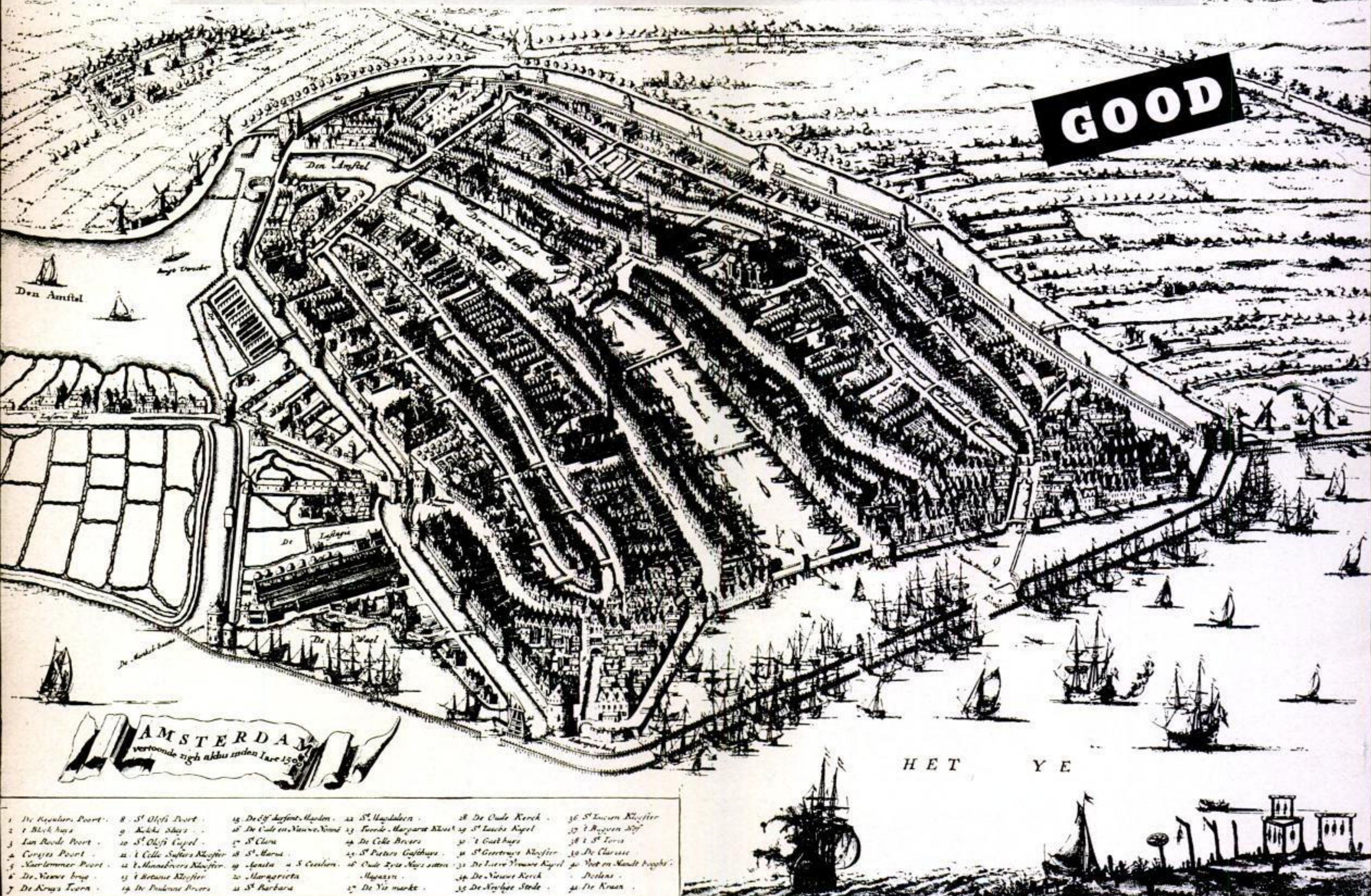
GOOD



You can't beat the Dutch as city builders. This is Naarden, with the church and market place forming the town center. The houses, though

planted close together, have gardens behind them. Today, the old fortifications of this medieval town make a green belt of beautiful parks.

GOOD



Amsterdam's canals were once as modern as overhead motor highways and clover-leaf crossings. Its canals spread with the growth of the port,

became the spider web that forms the core of the handsome, well-housed, 20th Century city. Each new quarter is still planned and opened as a unit.

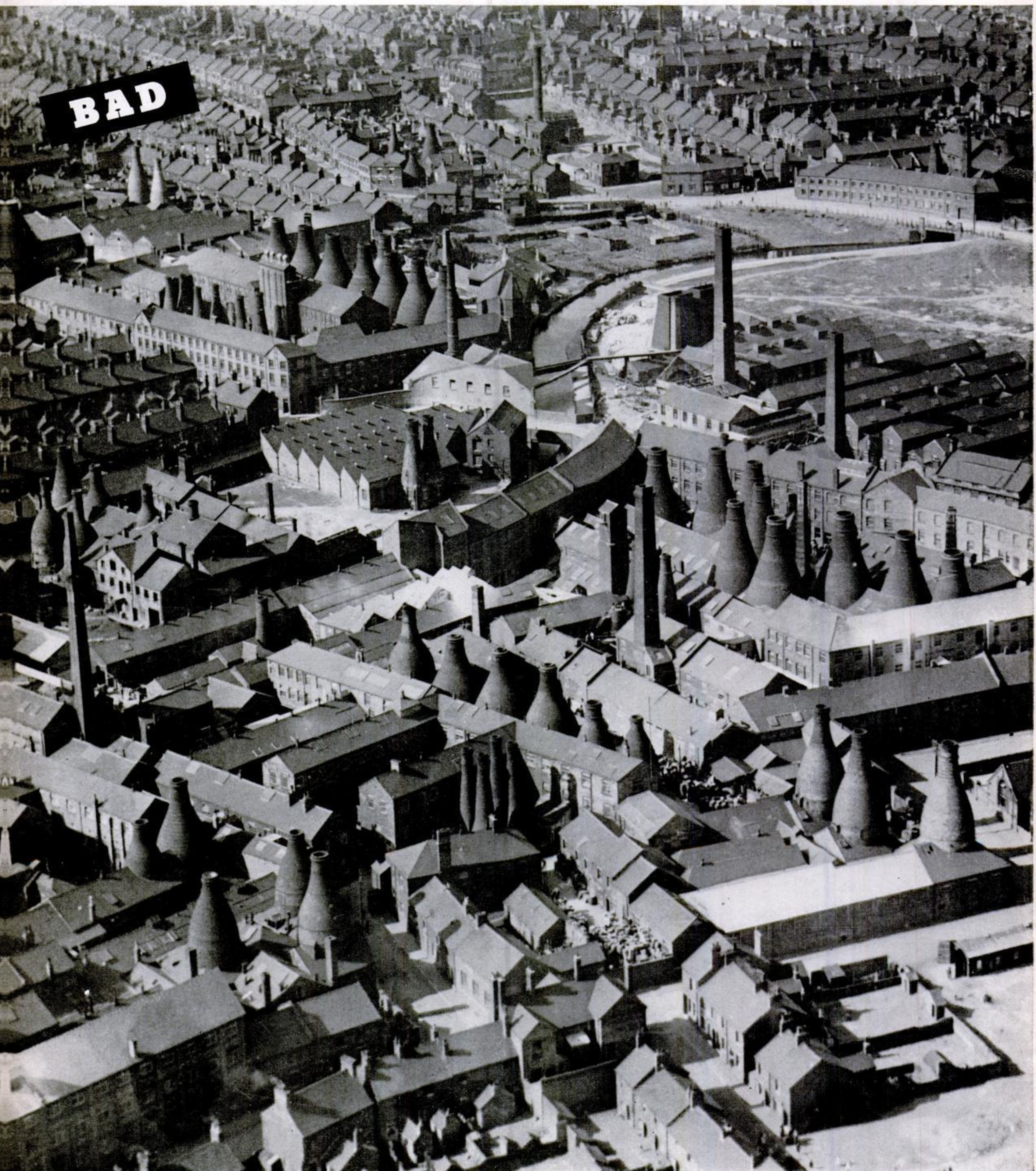


When Manhattan's population started rising, as shown by the graph above, the roof seemed the limit. The roofs continued to rise till 1929. But population itself began to tumble around 1910 and now has slipped back 30 years. It is still going down, partly because people are spilling out into the suburbs and partly because the human supply has been shut off by immigration restrictions and birth control. The later growth of skyscrapers intensified congestion, increased traffic snarls, added to the cost of doing business, raised rents, helped create blighted districts.

Large-scale housing demands low land values. Hence it has begun on the blighted edges of the city where values are low. The PWA Harlem Houses (right) show what can be done to rebuild on an open pattern, proving that you don't have to become a farmer or a suburbanite to have sunlight, air, recreation areas. If the big city is to hold its own it must provide the equivalent of Harlem Houses for all.

CONTINUED ON NEXT PAGE





Pottery kilns and houses of Hanley, England, are bad neighbors. Coal and steel built most industrial towns, but they

pollute the air, shut out the ultraviolet rays, irritate the lung tissues, plant rubbish heaps on the dooryard and turn the

streams into open sewers. The cost of such an environment in ill-health, bad tempers and extra cleaning defies estimate.



BAD



Tenements of Jamaica, L. I., are known as one-family suburban houses. Money wasted on useless street paving, extra pipe connections, unnecessary street acreage, would have provided needed parks and playgrounds.

BAD



Cotton mills and gas tanks form the civic center of Preston, England. Human beings were not supposed to breed or play—or even pray. Hence the quip: "Drink is the quickest way of getting out of Manchester."

BAD

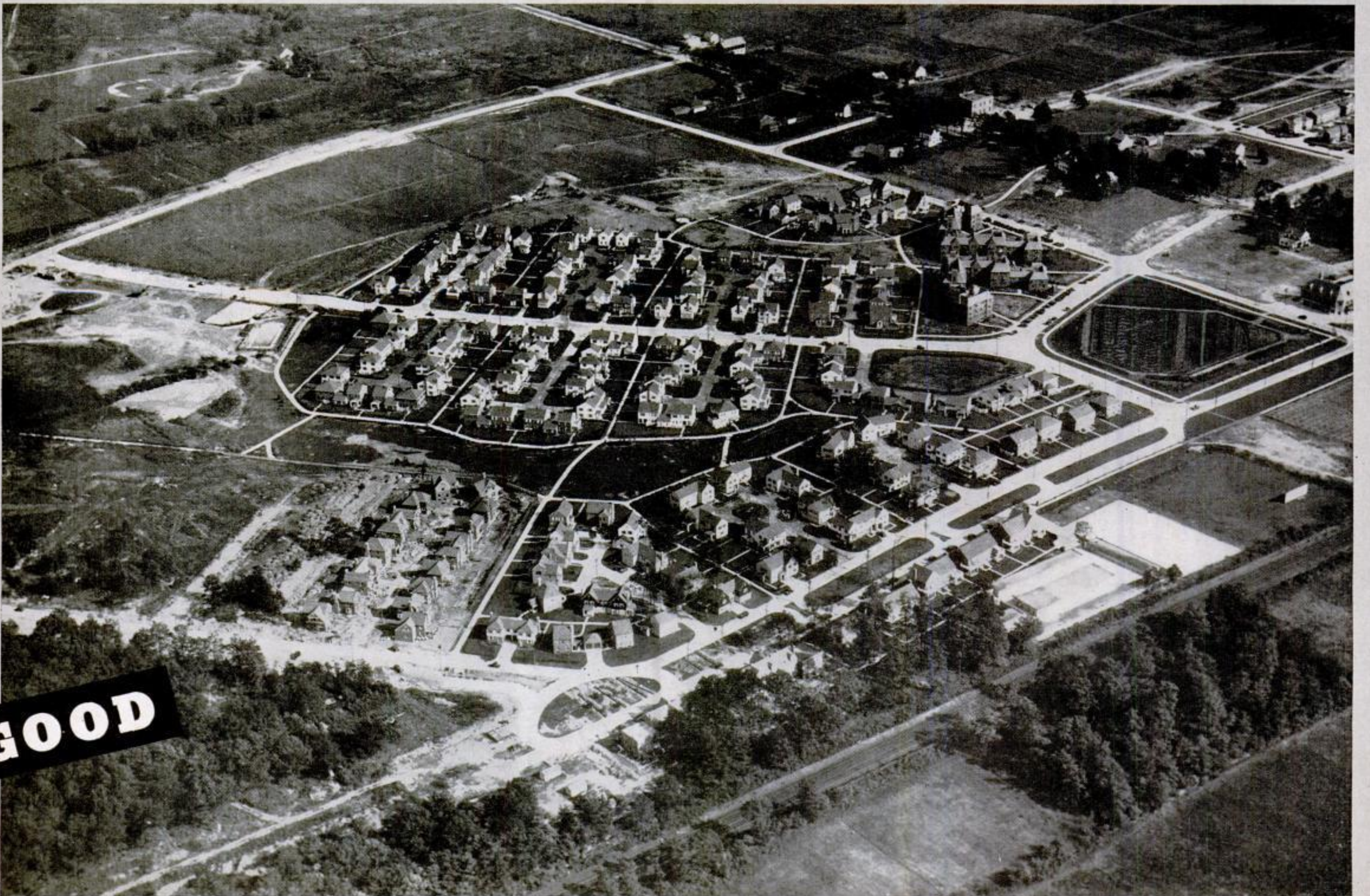


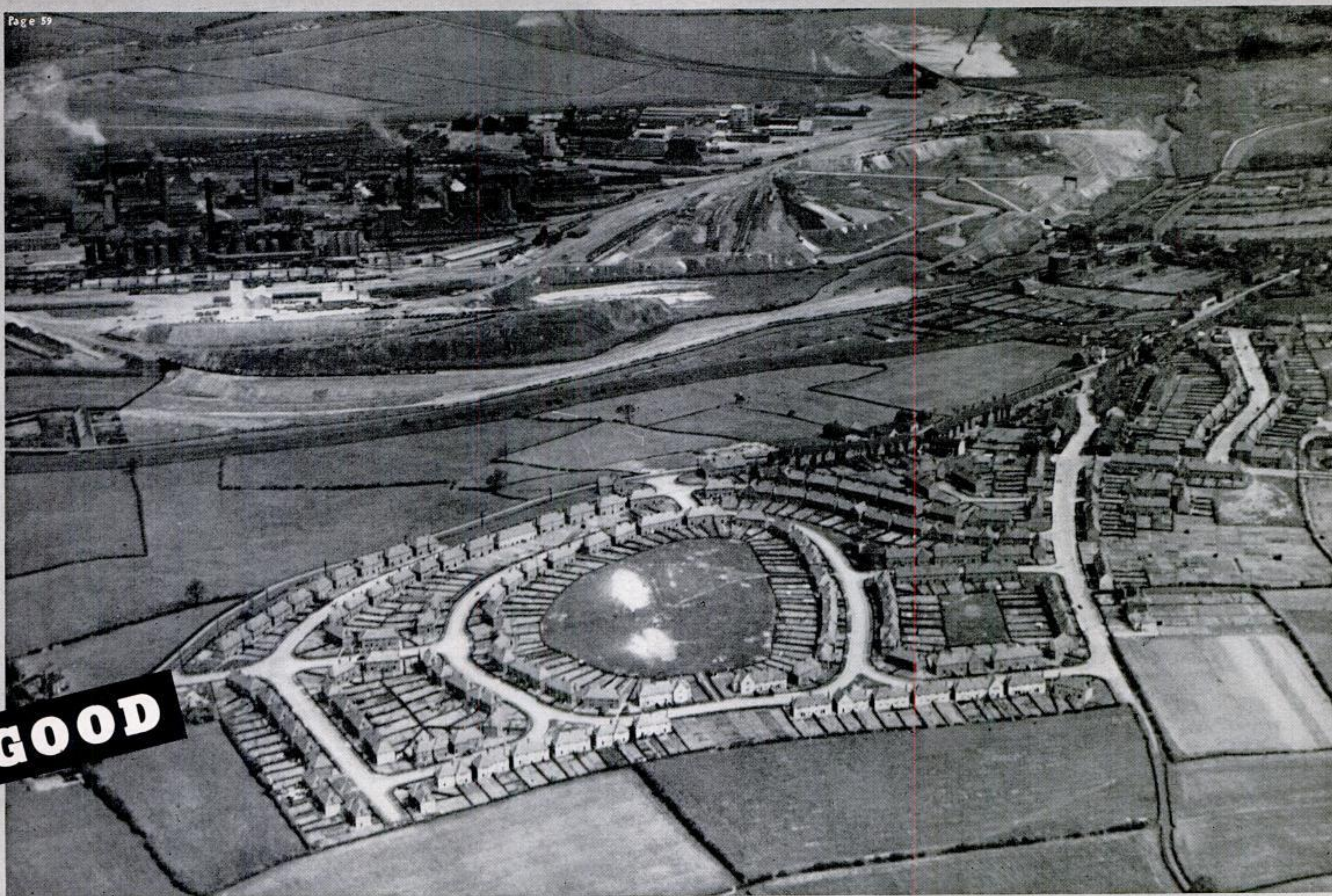
Lighted honeycombs of New York City's industry, finance, and gay living make pretty pictures by night. But actual living facilities of this wealthy city compare unfavorably by daylight with many little rural towns.

GOOD

Greenbelt, Md., (above) is America's public contribution to notion of a balanced community (LIFE, Nov. 15). Built by Suburban Resettlement Administration, it provides for a permanent belt of open country to keep it from becoming a confused suburban development. Limitations on size, density, area, heights of buildings are characteristic of the new urbanism.

Radburn, N. J., "the motor age town," made the first radical improvement in American town planning in 1929 by separating the pedestrian completely from the automobile, by grouping its quiet cul-de-sacs into superblocks, and forming a complete neighborhood unit with playground, swimming pool and school. Continuous park area binds together the blocks.

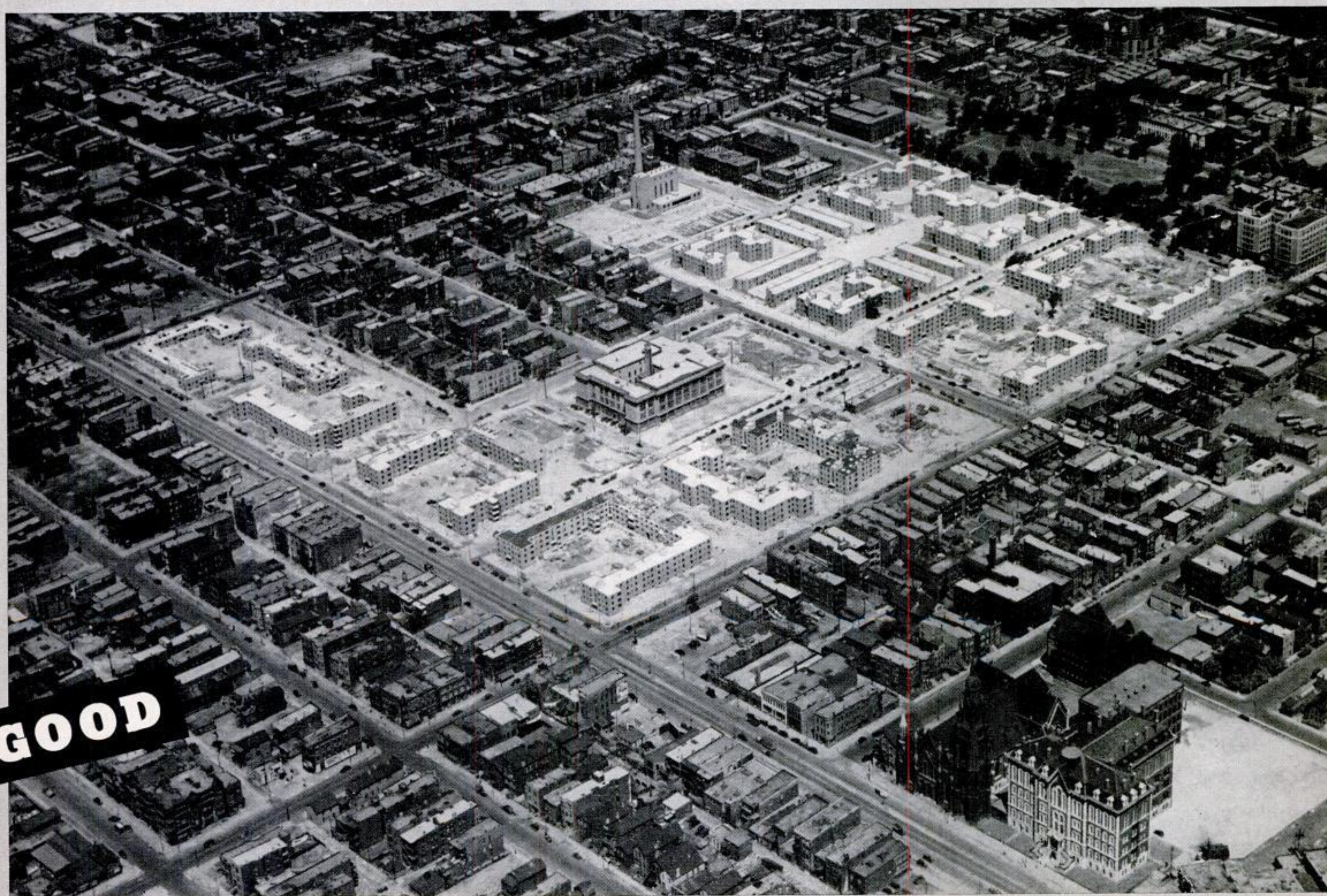
GOOD



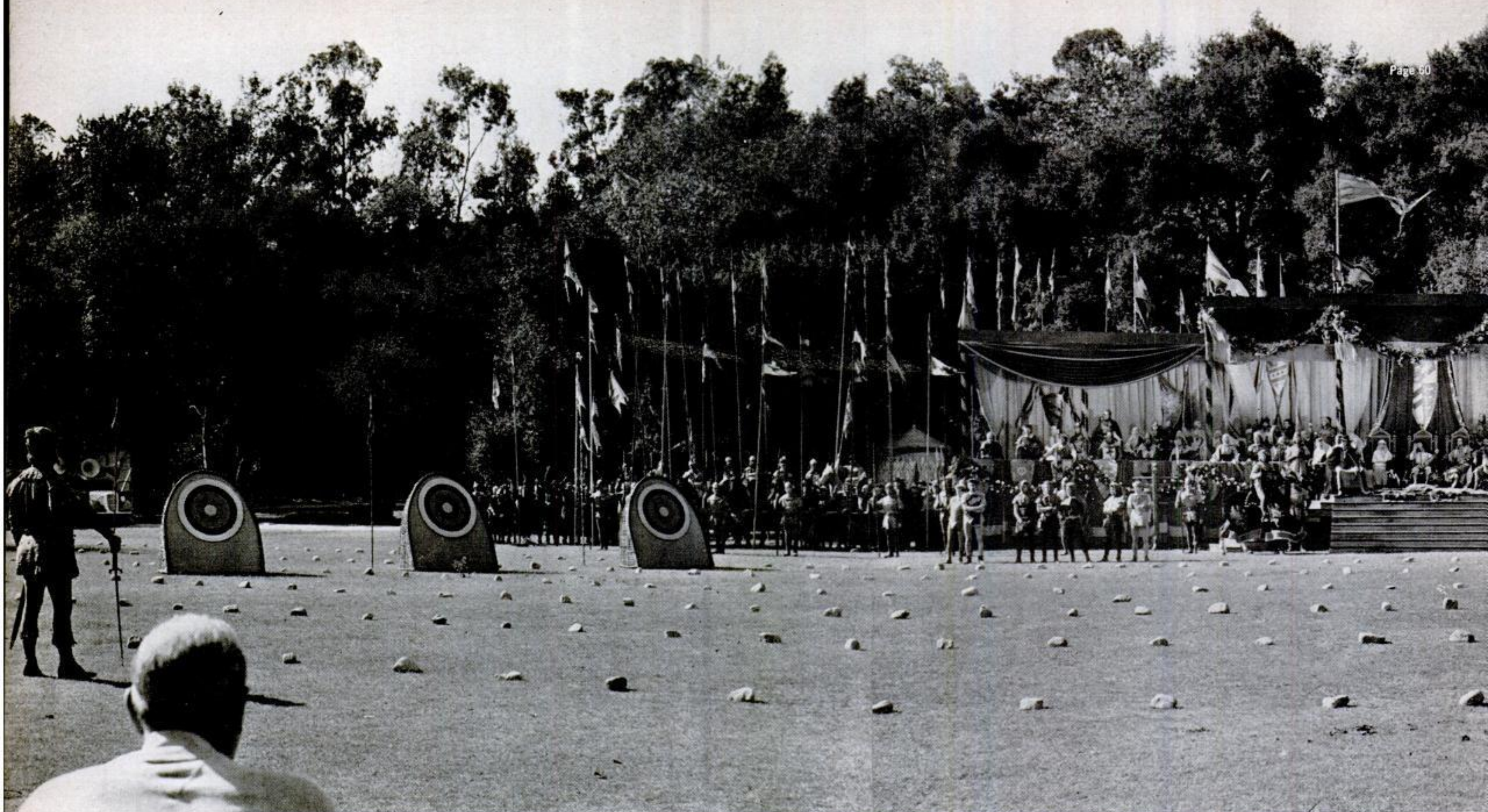
GOOD

Millions of English families now live in decent, sanitary houses like these at Staveley (above), with plenty of green for gardens and play. Unlike the pottery town shown on page 56, this housing estate is well separated from the steel works by a wide swath of meadow. The layout is old-fashioned, but the separation of heavy industrial and home areas is clear.

The White City of the Future is Jane Addams Houses in Chicago. Contrast its openness with the crowding of the past, its harmony with the higgledy-piggledy buildings of unrelated individual owners. Not only better to look at, it is also healthier to live in. This pattern of a new order has been made possible through unified design and large-scale operations.



GOOD



A ROYAL ARCHERY MEET WAS STAGED FOR THE MOVIE WITH 12TH CENTURY POMP. ROBIN HOOD

Errol Flynn as Robin Hood is properly lighthearted and dashing. He is well fitted for the role by the most romantic personal background of any star in Hollywood (see p. 64).



MOVIE OF THE WEEK:

Robin Hood

The saga of Robin Hood is the kind of movie material that screenwriters dream of. It is almost pure action. Blackest villainy opposes purest virtue. And there are so many fables, so little fact, that each teller of the tale can shape it anew.

Somewhere far back in British history there must have been a Robin Hood, but who he was, when he lived, whether he was one man or many, no one knows. Some say he was a leader of the Saxons, who protected his people against the Norman conquerors. Some say he was a Norman knight. Certain it is that as early as the 14th Century Robin Hood figured in folk tales as the gay, fearless outlaw of Sherwood Forest who robbed the rich and gave to the poor, the nemesis of fat bishops and cruel nobles, the popular hero of yeomanry as King Arthur was the hero of knighthood.

Warner Bros.' lavish *Robin Hood*, made in Technicolor at a cost of \$2,000,000, follows in famous footsteps, for millions of moviegoers remember the *Robin Hood* of Douglas Fairbanks in 1922. The Warner version has no Fairbanks but it has in Errol Flynn the only actor in Hollywood today who could fill Fairbanks' shoes or Robin Hood's.

The picture places Robin in the reign of Richard the Lion-Hearted (1189-1199). When Richard goes to the Crusades and Prince John imposes his cruel rule on England, Sir Robert of Locksley, a Saxon knight, takes to the forest with a band of followers and calls himself Robin Hood. In the end Richard returns to set things straight, make Robin an earl and bless his marriage to the fair Maid Marian.



PROVES HIMSELF THE BEST ARCHER IN ENGLAND BY SPLITTING HIS RIVAL'S ARROW ON THE TARGET

Friar Tuck draws a powerful bow at the archery meet while a member of the King's Guard scoffs. The meet is an elaborate trick by Prince John and Sir Guy of Gisbourne to lure Rob-

in Hood and his men out of Sherwood Forest. Robin is captured as he goes to receive his prize but Maid Marian connives with the men of Sherwood to rescue him from the scaffold.





SLIM, SMOOTH ... AND MODERN

Today's expression of youthfulness, modernity and charm is slenderness. And the Webster Golden Wedding is probably the most noteworthy exponent of this vogue.

The all-Havana filler of a Webster Golden Wedding gives it a rare flavor and fragrance that pleases men accustomed to the finest of imported Cuban cigars.

Webster Golden Wedding and other popular shapes are sold at the better cigar counters.

WEBSTER

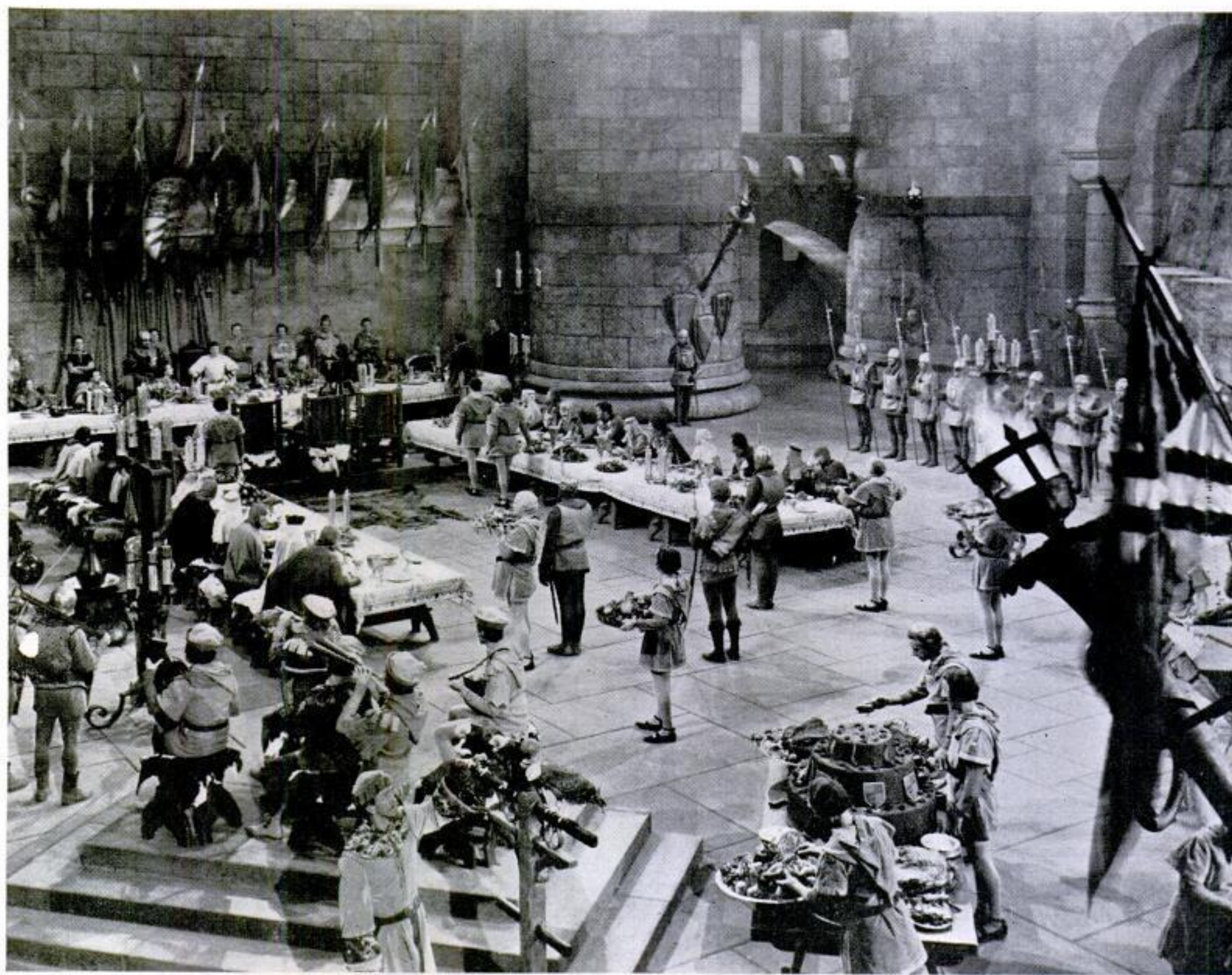
GOLDEN WEDDING, 10c • CUSTOM MADE

Movie of the Week (continued)



Robin Hood duels Sir Guy of Gisbourne, his mortal enemy, in Nottingham Castle. Both Errol Flynn and Basil Rathbone, as Sir Guy, scorned to have doubles do their fighting and Flynn

particularly leaps around in the best Douglas Fairbanks style. There were plenty of doubles for the other players, however, and the studio's total bill for stunt men came to \$100,000.



A banquet in Nottingham Castle was carefully reconstructed, complete with roasted oxen, coats of twine mail (chain mail clanked too much), gas flares, musical pipes and hooded falcons

(center foreground). At head of the table, under the royal shield, stands bad Prince John (Claude Rains), ruling while his good brother Richard the Crusader languishes in an Austrian prison.

IN 1897 this is the way we advertised Paul Jones

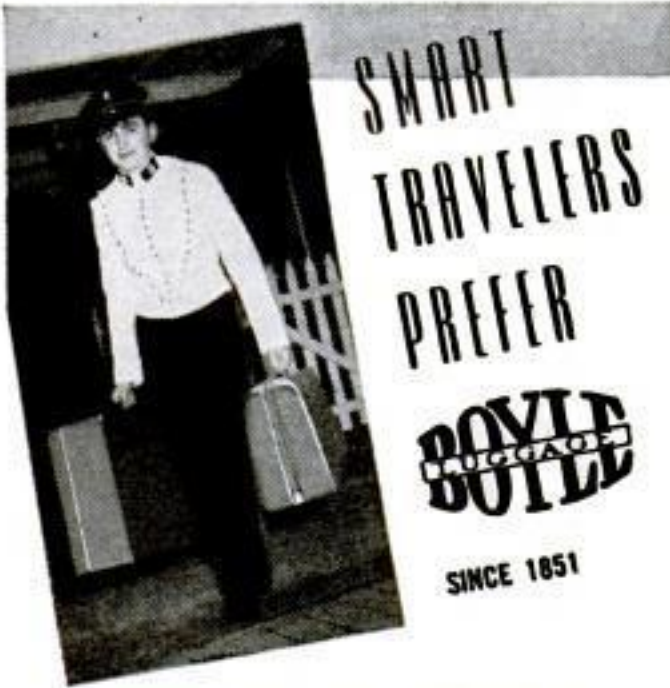
The pictures in this advertisement first appeared more than a generation ago. Even then, Paul Jones had been famous for years as one of America's truly great whiskies, distinguished above all for its quality of *dryness*.



IN 1938 Paul Jones proudly enters its 74th year—still made in the same old-fashioned way, by the same family. And today, as in the past, Paul Jones is still winning friends with its gloriously mellow flavor and its brisk *dryness*—two of the many qualities that have made it famous ever since 1865 as "A Gentleman's Whiskey!" Frankfort Distilleries, Inc., Louisville and Baltimore.

A blend of
straight whiskies
—90 proof





The steward on the Normandie . . . porter on the Century . . . crew of the skyliner, all recognize Boyle Bags, built by the finest artisans. Whether you spend \$10 or \$1,000 . . . buy Boyle.



Man's Modern Gladstone or Week-End Case 25.00 Woman's Fitted Continental Kit Bag 25.00 Slightly Higher Denver West

WRITE NOW FOR THIS FREE BOOKLET



IT WILL SOLVE YOUR TRAVEL PROBLEM

Ask for Boyle Luggage at your dealer or write BOYLE 36 E. 31st St. N. Y.



A Speed Graphic Shot by A. J. Brock

LIFE Bought It... GRAFLEX Made It!



Remember this picture? It appeared in the April 11 issue of *Life* and shows clearly why Graflex American-made Cameras are chosen for prize-winning, money-making pictures. You, too, can make prize-winning shots with this all-purpose Speed Graphic camera. See it at your dealer's. Four picture sizes: $2\frac{3}{4} \times 3\frac{3}{4}$, $3\frac{3}{4} \times 4\frac{3}{4}$, 4×5 and 5×7 .

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"Photographic Enlarging" by Franklin I. Jordan, F.R.P.S., is one of the most interesting, authentic books of its kind. 224 pages comprising 19 chapters, 75 illustrations, most of them salon winners, and a valuable 10-page appendix. At your dealer's. Get your copy now.

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GRAFLEX Prize-Winning CAMERAS



MR. & MRS. ERROL FLYNN (LILI DAMITA) ARE ALWAYS FIGHTING OR MAKING UP

ERROL FLYNN, GLAMOR BOY, SEEKS ADVENTURE

Of all the heroes of Hollywood, Errol Flynn has by long odds the greatest amount of non-phony glamor. His life has been as adventurous as any of the swashbuckling characters he has portrayed. At 18 he was a member of the English Olympic boxing team. At 19 he was master of an island trading schooner in the South Seas. He has chased head-hunters in New Guinea and "recruited" blacks for British miners. Once he made \$5,000 mining gold,



got drunk and blew it all on a schooner, the *Sirocco*, which he sailed in the South Seas and wrote a book about (*Beam Ends*).

Flynn is married to beautiful Lili Damita, with whom he wages a tempestuous married life. Currently they are cruising around the West Indies

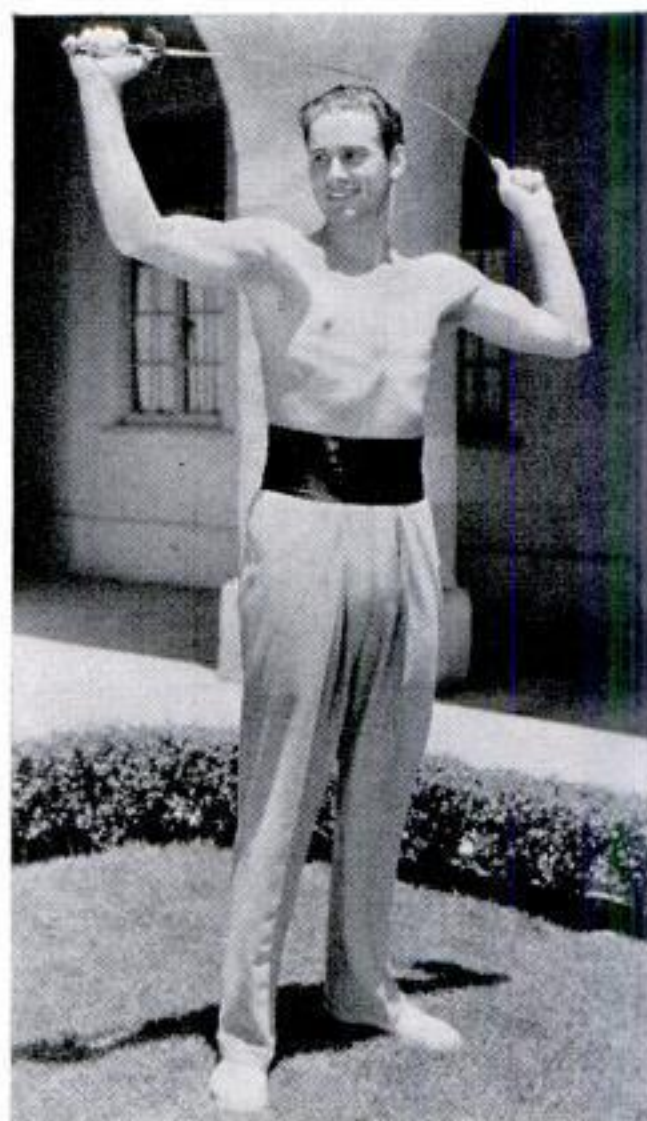
on a new and larger *Sirocco*, which is shown above in Miami harbor, blithely ignoring Warner Brothers' wireless pleas to come back to work in Hollywood.



THE MASTER OF THE SIROCCO RELAXES. THIS PICTURE WAS MADE ON MAY 3



Flynn dives from the *Sirocco* near Miami to look at tropical fish and plants.



Muscle Man Flynn practices fencing on the lawn of Warner Brothers' studio.



Shooting sting rays with bow and steel-tipped arrow is Flynn's latest sport. This picture was taken on his current cruise. He caught six 200-pound sting rays.



As a tennis player Flynn is second only to Frank Shields in the movie colony.

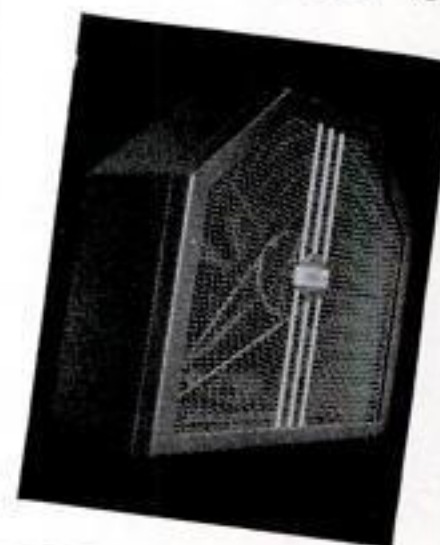


At Miami the Flynn's tied up the *Sirocco* for a few days to repair storm damage.

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Now for the **FIRST TIME** relief from Heat in Apartments

The sensational new American Blower Portable Apartment Conditioner removes the last big objection to apartment life in the summer time—*excessive heat*. Keeps the entire apartment cool and comfortable. Just put in any doorway, adjust screen, and turn the switch. Unit forms attractive cabinet when not in use. Mounted on rubber casters . . . easy to move . . . No installation expense. Write for booklet.



American Blower Products Keep you Comfortable

Write for our new booklet, "Comfort Cooling by Attic Ventilation," or see the nearest American Blower dealer for electric ventilating and cooling equipment for homes, apartments, commercial establishments, offices, garages, restaurants, public buildings, etc.



For any type of comfort cooling, ventilating, air conditioning or air handling equipment, call the nearest American Blower Branch Office.

AMERICAN BLOWER

AMERICAN BLOWER CORPORATION, 6000 Russell Street, Detroit, Mich. Division of the American Radiator and Standard Sanitary Corporation In Canada—Canadian Sirocco Company, Limited, Windsor, Ontario

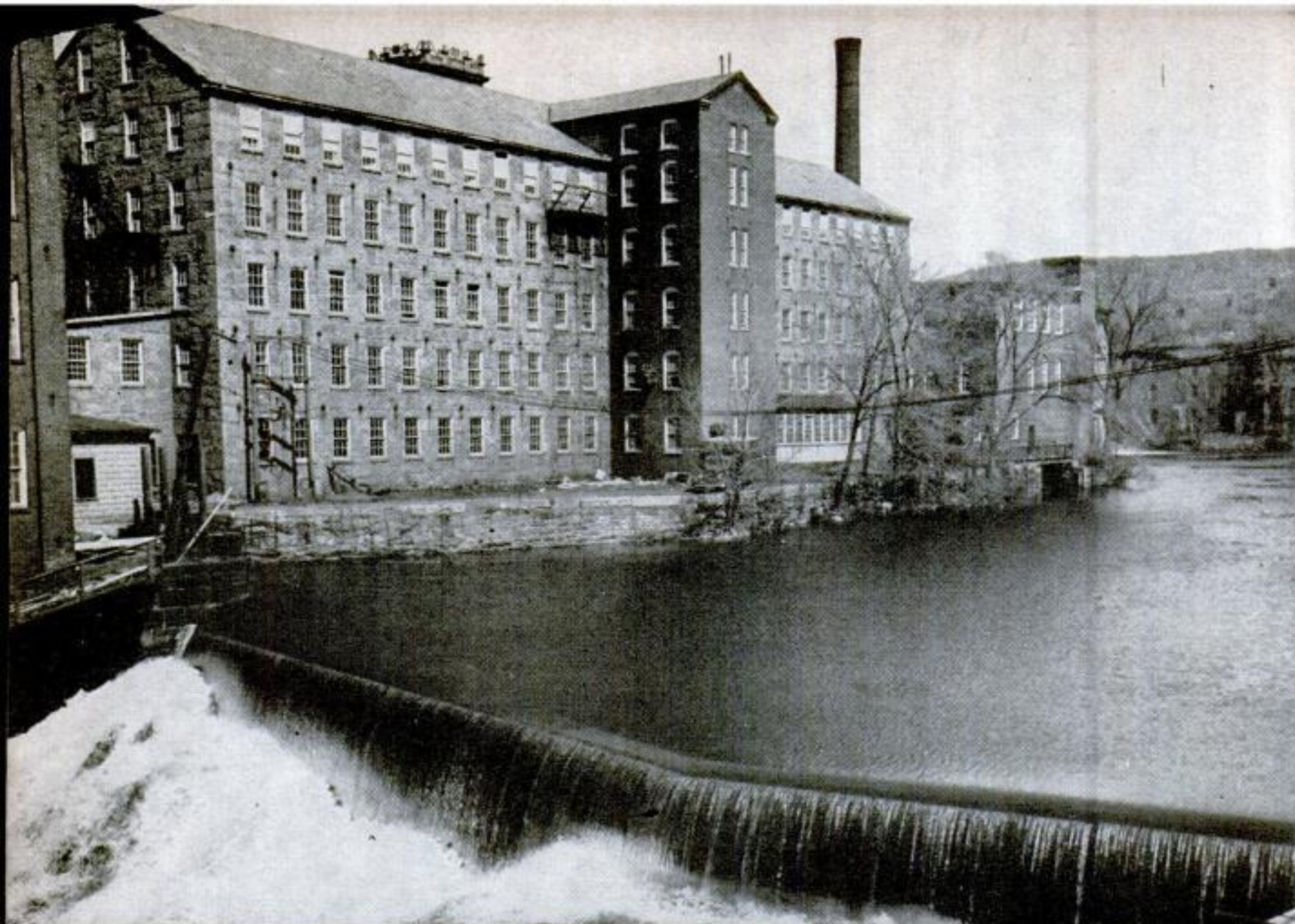
Life Goes to a Party

To laugh off depression in a New England town
that shows its spunk and its girls' legs

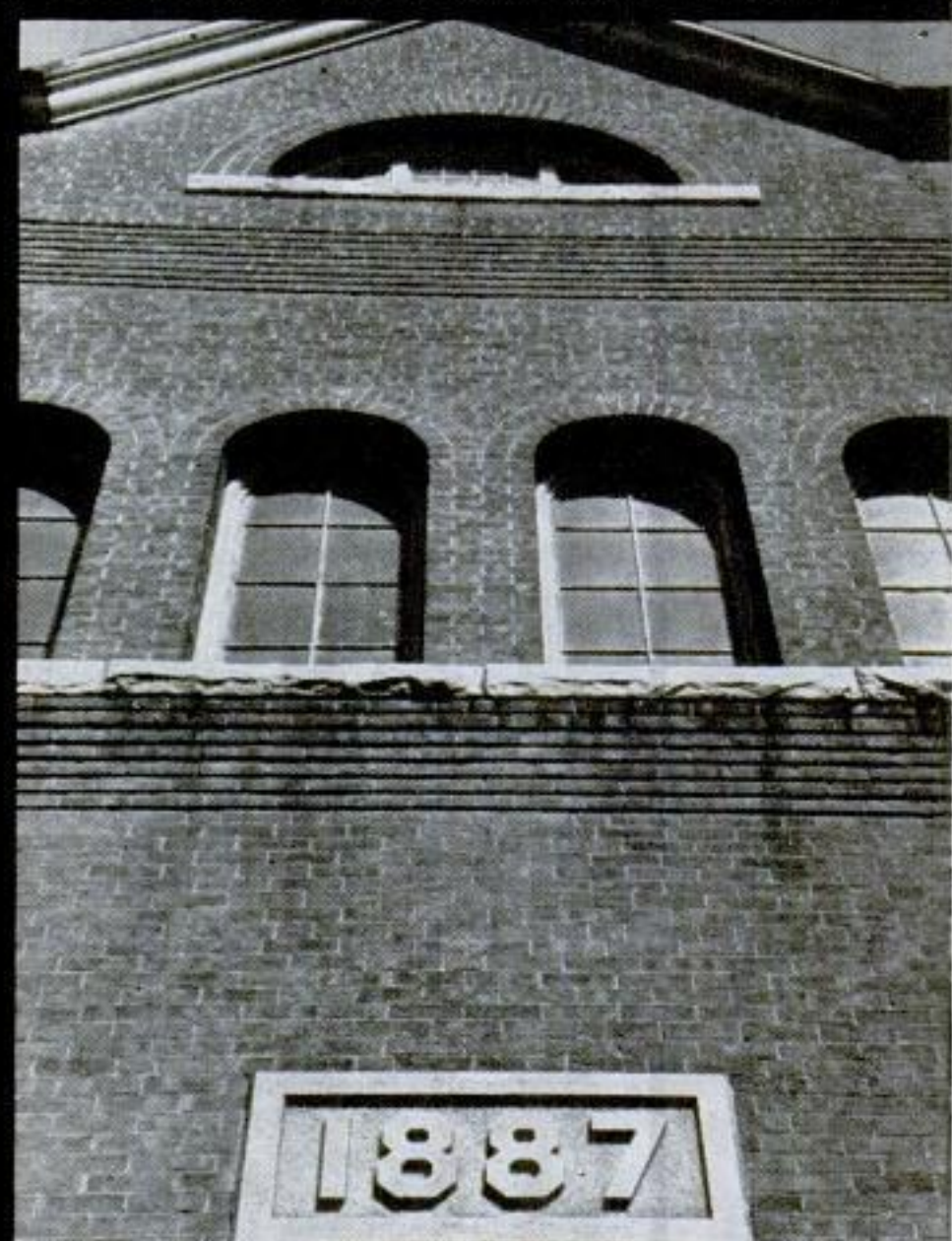
As in many another New England mill town, the textile-founded prosperity of Ware, Mass., began to wane even before the 1929 Depression. By 1926 the long-prosperous Otis Co. which employed 1,500 of the town's 7,500 population was so hard hit by Southern competition that it seriously considered pulling out. Averted by a reorganization, this threatened catastrophe became sober fact last October when this 99-year-old cotton mill was liquidated and its plant sold for \$50,000 to three Southerners who wound up the business in Ware. Duplicating on a small scale the behavior of Manchester, N. H., whose vast Amoskeag textile plant, bankrupted in 1936, was bought in by the community for \$5,000,000 and successfully rented to new businesses, 1,000 Ware citizens raised more than \$40,000 and bought control of the Otis mill. Within the last 20 months, 25% of the space in the old factory building has been taken over by new enterprises, some 650 people employed, and economic tragedy turned to well-founded hope. Business in Ware's stores has picked up.

The people of Ware celebrated their extraordinary achievement with an even more extraordinary light touch. Early this month they put on a show called *We're Happy About the Whole Thing* in which they good-humoredly geyed the departed Otis directors and gracefully told the story of the town's acquisition of the liquidated mill. This musical play, photographs of which appear on the following pages, was peculiarly well cast since many of the characters took the parts which they fill in actual life. Thus Banker Minot Wood who was the town's spokesman in negotiating with the Otis people played the part of Banker Minot Wood to perfection. A tuneful affair, the show had some excellent chorus numbers. Sample song of the directors, about to leave for the sunny South:

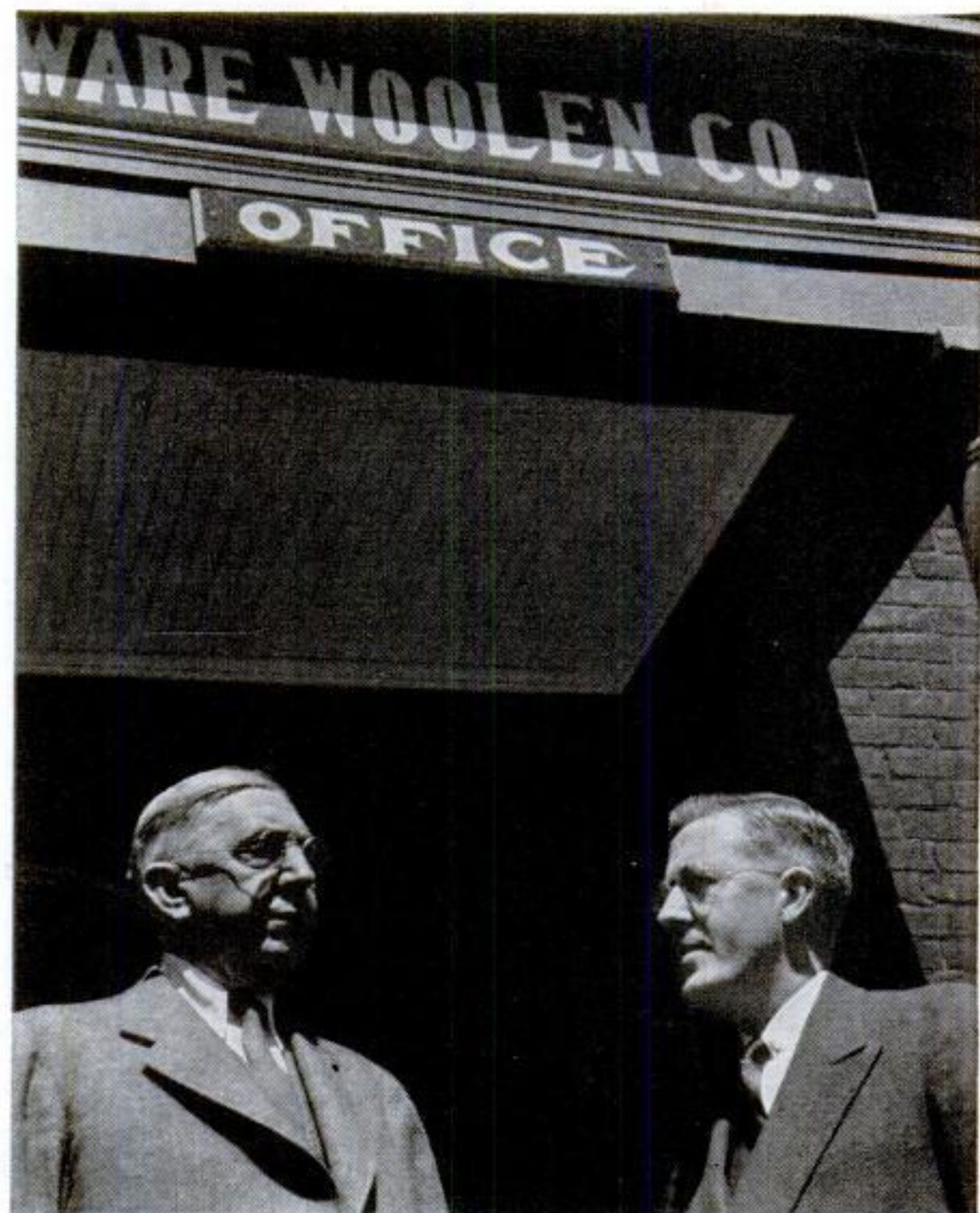
<i>We're off for Alabama,</i>	<i>We're heading for a warmer clime,</i>
<i>We do not give a damn-a;</i>	<i>Our shirts & pants are on the line,</i>
<i>We're going to drink mint juleps,</i>	<i>We'll see you all some other time,</i>
<i>And eat Virginia ham-a;</i>	<i>We're off for Alabama.</i>



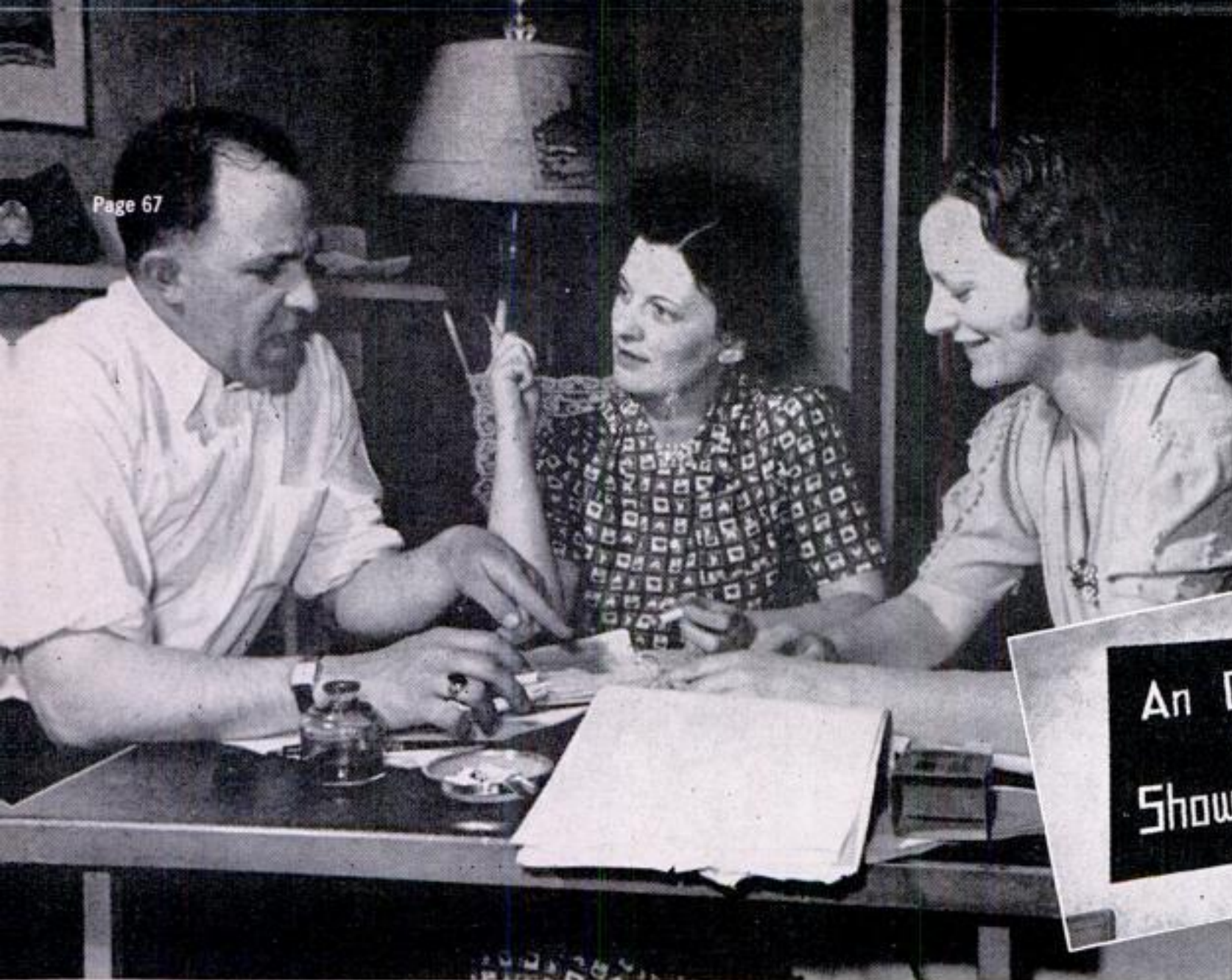
THIS OTIS CO. TEXTILE MILL ON THE WARE RIVER AT WARE, MASS., WAS LEFT BARE AND DESERTED WHEN THE COMPANY MOVED OUT LAST OCTOBER. NOW NEW TENANTS ARE FILLING IT



TWO WARE LANDMARKS ARE THE EAST CONGREGATIONAL CHURCH (LEFT) AND THE OLD OTIS WEAWE SHED MILL (RIGHT). WARE (BELOW) IS NEAT AND CLEAN LIKE MOST NEW ENGLAND TOWNS



Heroes of the Ware emergency were Banker Minot Wood, president of the Ware Trust Co. (left), and Fulton Rindge, treasurer of the Ware Woolen Co.



The play's authors discuss a fine point. Left to right: W. Howard Sibley, Olive W. Schoonmaker and her brother Jean C. Wetherby. The signs on this page kidded the old Otis Co. which had deserted the town.



The Otis directors gravely consider moving South because of poor business and because of Ware's intense cold which penetrates even the underwear they manufacture.



Before Person's drugstore as it actually looks stand Officer Oliver Denis and Olive Schoonmaker's brother-in-law Neill W. Schoonmaker. They are discussing Ware's play which is scheduled for that night.



Before Person's drugstore as it appeared on the stage Editor William Dearden and Banker Wood talk over methods of saving Ware, their parts ably taken by themselves.



"\$60,000 is our last price," says Otis Chairman Howe to Banker Wood who has beat him down from \$100,000 for the Otis plant. The directors finally take \$40,000 which is promptly paid by the townspeople.



An intermission dance between the play's two acts is performed by the Otis Co. stenographers who here symbolize the money that is pouring in to save the town of Ware.



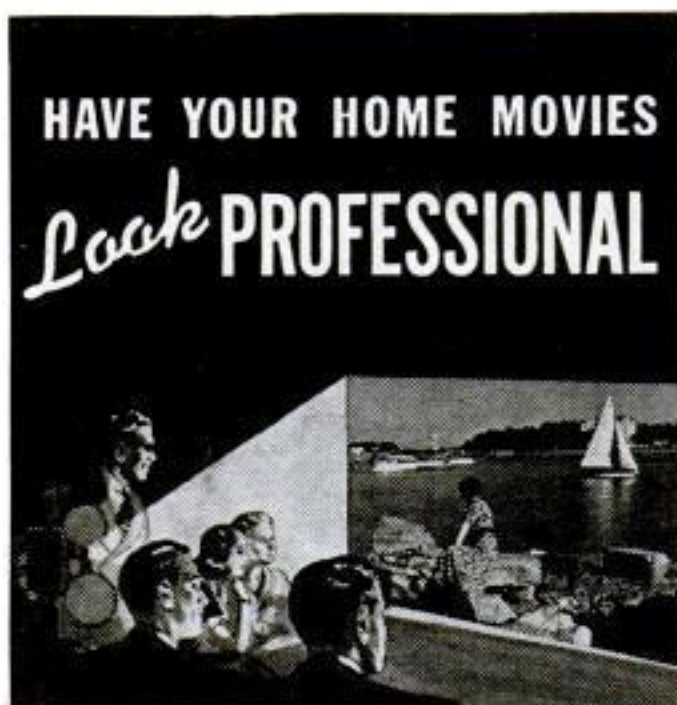
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A
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A nation is aroused. Doctors and officials are openly fighting a scourge that secretly blasts thousands of American lives. Cracked, porous, toilet seats can cause this terrible infection by harboring moisture and allowing microscopic germs to breed. DO YOUR PART. For the sake of YOUR FAMILY and your guests, install TODAY, an absolutely germ-tight toilet seat. STASCO seats are *seamless* inside and outside and non-porous. Don't innocently risk a disease carried by people in all walks of life. Tell your plumber NOW that you want a STASCO SANISEAL seat.

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STASCO
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Please send full data on WESTON Exposure
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PATENTED
A FILE FOR EVERY PURPOSE

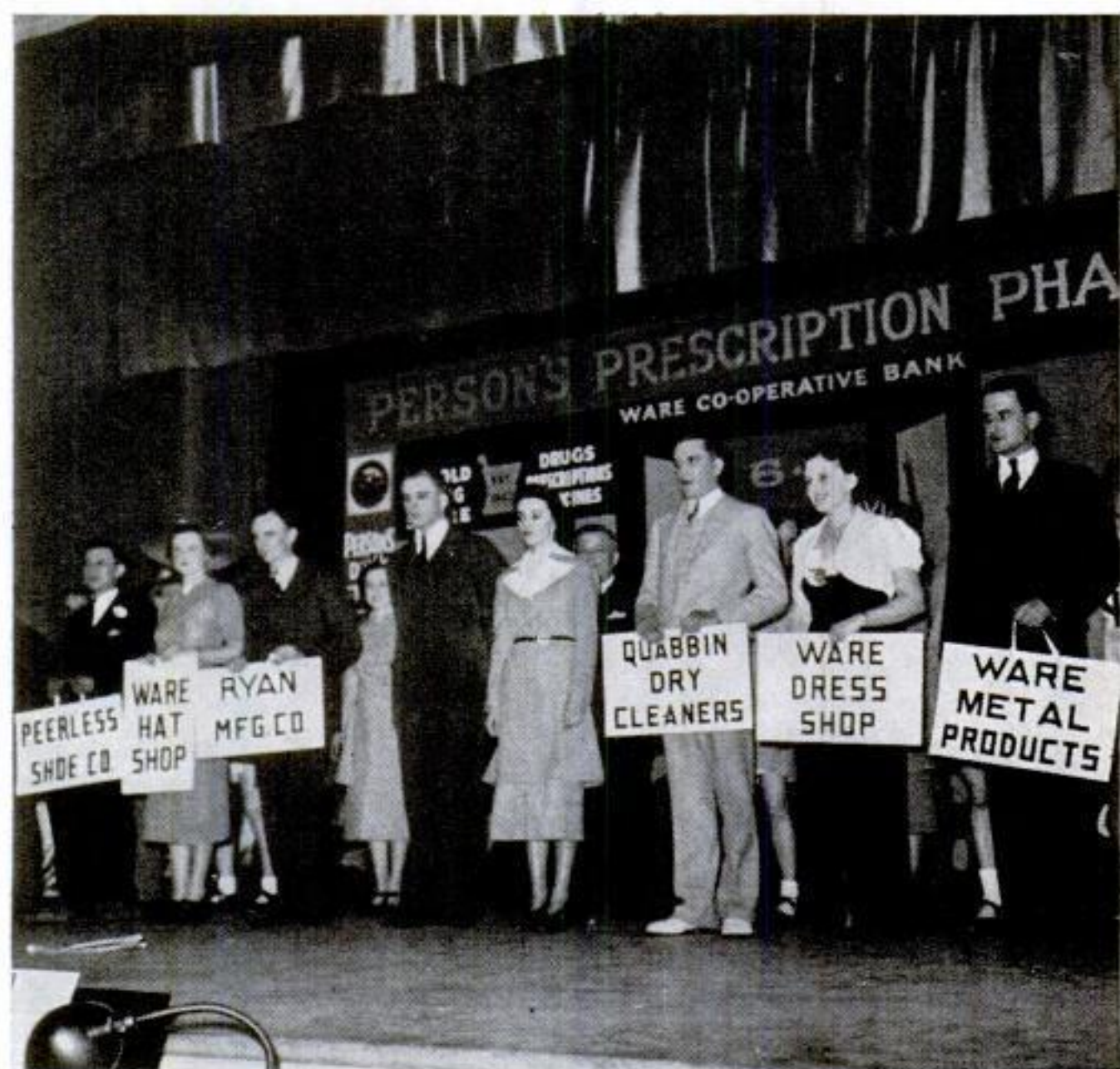


Life's Party

(continued)



Having lost their pants, the Otis directors appear in the finale clad simply in the underwear which they manufacture. They are about to leave for warm Alabama.



The new companies filling up the old factory building were represented by people with signs. Below, Editor Dearden moves a typewriter between acts backstage.





A noisy cigar-store Indian in the play was Howard Sibley who also helped write it. Howard made such a racket that Olive Schoonmaker (*below*), who sat in front of the stage during the play, waved this special sign at him. Mrs. Schoonmaker (Smith '24) and her two collaborators wrote the play after Mr. Schoonmaker suggested it.



WHY KEEP A HUSBAND OUT OF SIGHT?

NO HUSBAND needs to be hidden in the kitchen all evening mixing cocktails. With Heublein's ready-mixed **CLUB COCKTAILS** handy, all any one needs to do to have perfect cocktails in a jiffy is merely to ice and pour.

Take home a bottle or two of **CLUB COCKTAILS** and try their smooth, mellow goodness right away. . . . Compare these ready-mixed cocktails in quality and flavor with the finest you've ever tasted anywhere.

If you do, you are likely to go modern and give up home cocktail-mixing for all time.

You will find that, to proper ingredients, Heublein adds something which not one home-mixer in ten thousand possesses: a veteran and scientific blending-skill world-famous since 1892.

And think of the convenience! No kitchen-muss. No mixing-bother. You can serve seven delightful varieties as quickly as you can ice and pour. Think, too, of the economy. No overstocking of pantry shelves. Nothing left over to throw away.

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DAIQUIRI (70 proof). Made with selected rum and lime cordial, skillfully blended.

BRONX (60 proof). Fine fruity-tasting cocktail with Milshire Dry Gin and imported Vermouth.

G. F. HEUBLEIN & BRO., Hartford, Conn.



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TRY MILSHIRE DISTILLED DRY GIN!

Milshire Distilled Dry Gin is, we believe, as dry as a fine gin can be made. **MILSHIRE**, distilled by the old English "pot-still" formula, is preferred everywhere for its finer aroma and flavor. (90 proof—distilled from 100% grain neutral spirits).

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THE ORIGINAL CHOCOLATED LAXATIVE

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All Courvoisier Cognac Bears
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You, too,
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84 Proof

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PIMPLES

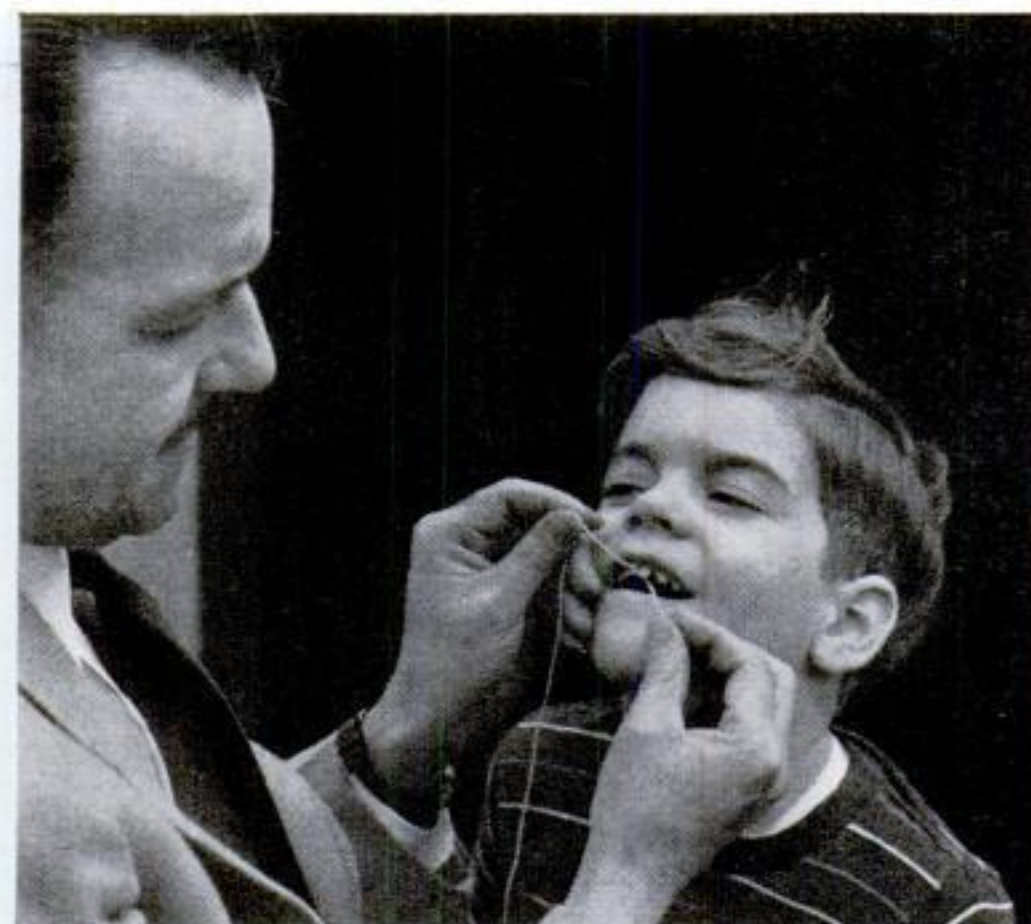
Itching and burning of pimples,
rashes, eczema relieved by

CUTICURA SOAP and
OINTMENT

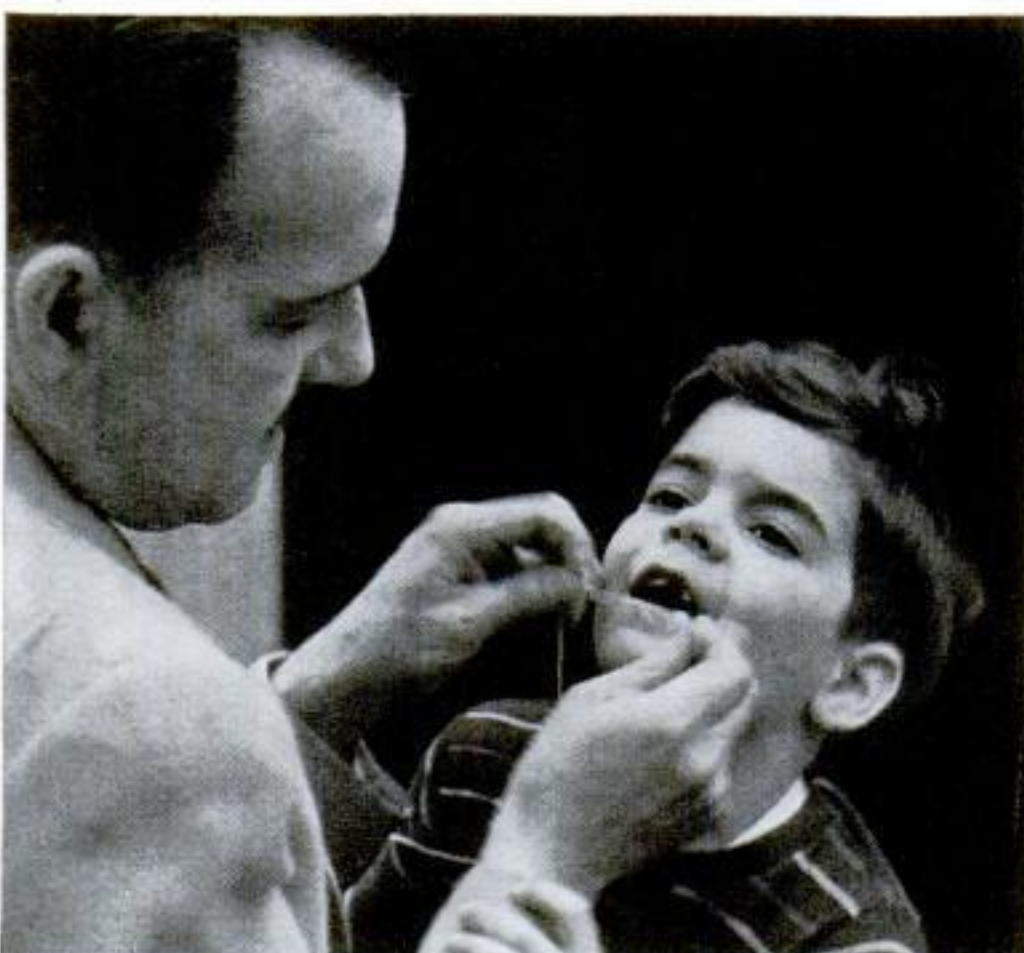
PICTURES TO THE EDITORS



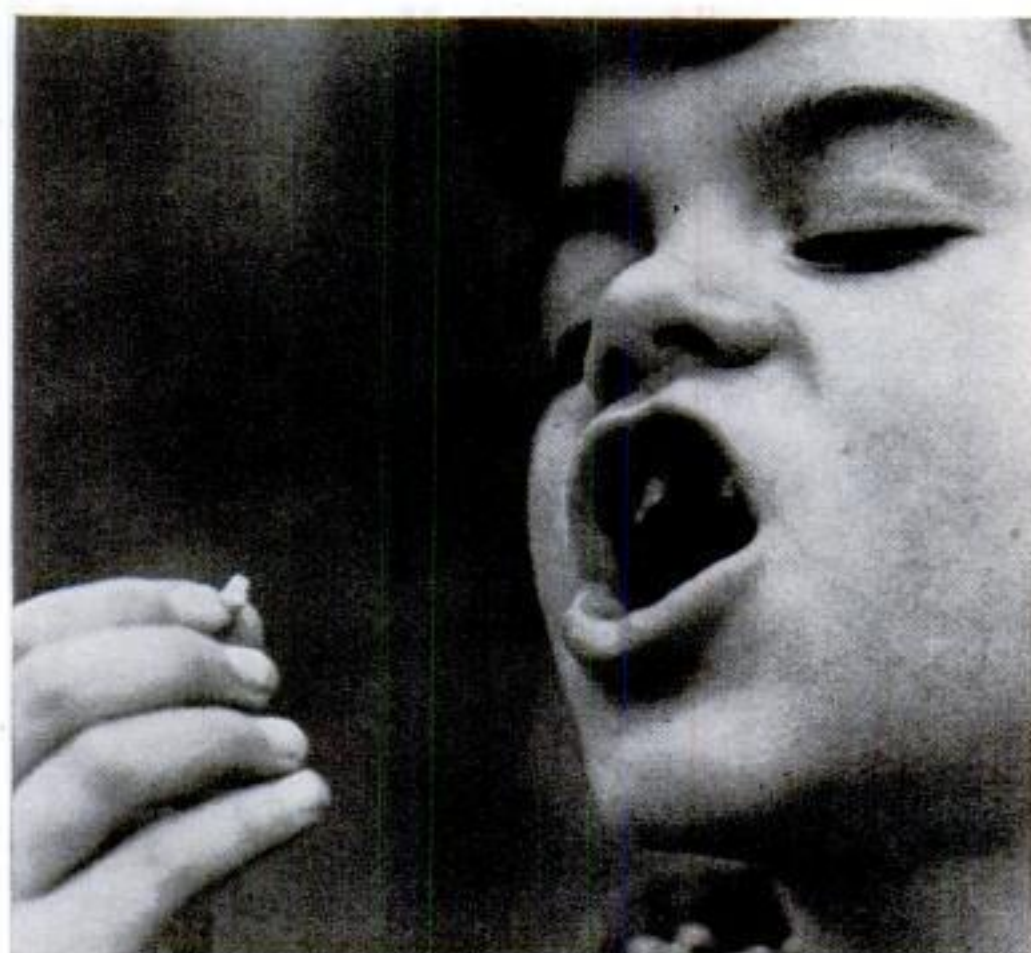
MR. BENSON INSPECTS HIS SON'S LOOSE INCISOR



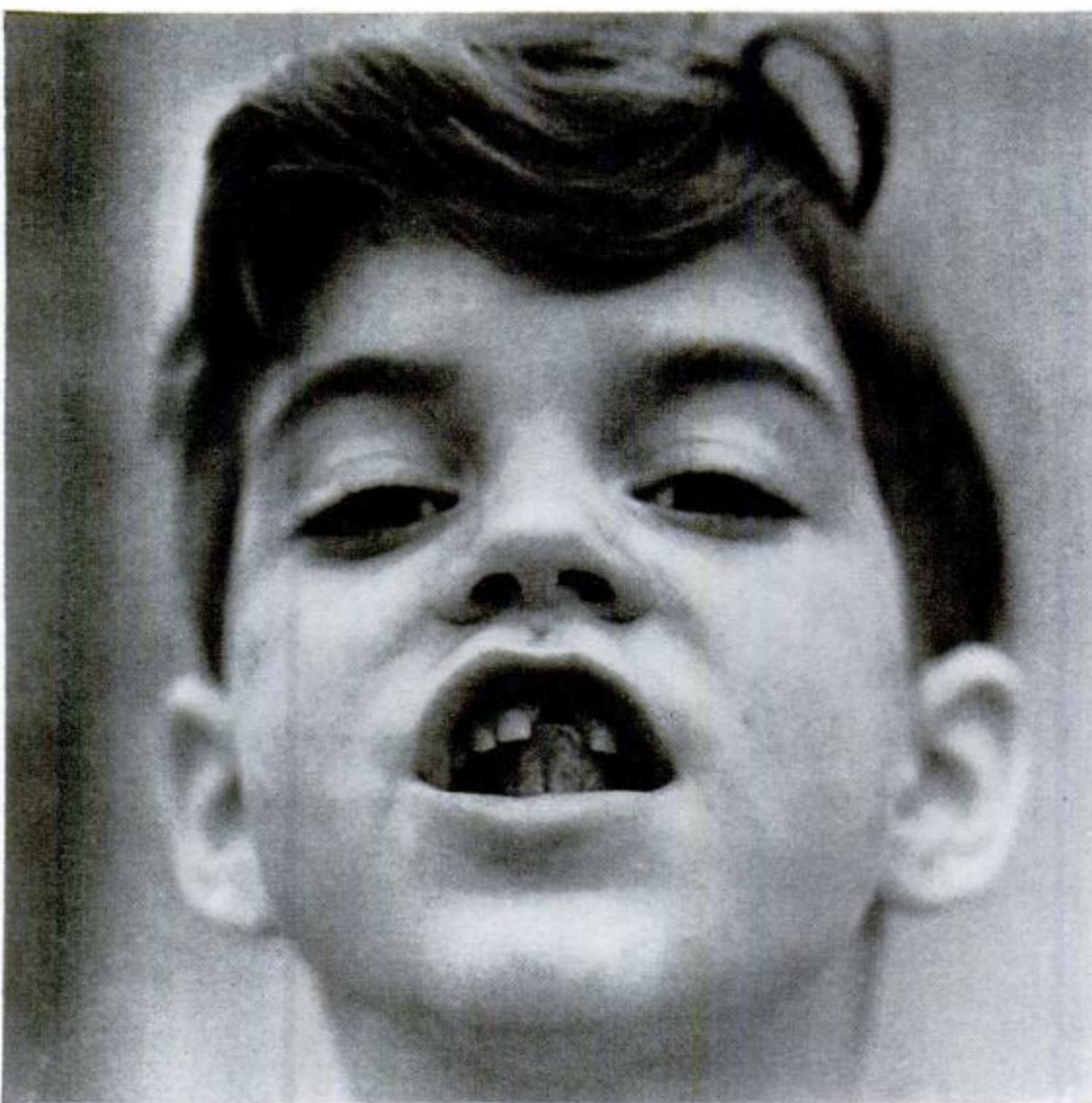
HE LASSEOS THE TOOTH WITH A PIECE OF STRING



A SINGLE DEFT YANK—AND THE TOOTH POPS OUT



ROB ROY, MOUTH FROZEN AGAPE, EXAMINES HIS PRIZE



WITH TIP OF TONGUE, ROB ROY CAUTIOUSLY EXPLORES THE HOLE

ROB ROY LOSES A TOOTH

Sirs:

I am enclosing some recent photographs of my son, Rob Roy Benson, who has just reached the tender tooth-conscious age of 6½ years. We call this sequence: "Chiseling in on the dentist."

MRS. RUSSELL R. BENSON
Lakewood Ohio



1 Quick easy GROOMING... The time-tested Wildroot Hair Tonic formula plus pure vegetable oil. Relieves dry scalp. Keeps hair neat, not slicked-down. Mild pleasing scent fades away after using.

2 Removes ugly DANDRUFF... Use Wildroot-with-Oil every morning. Massage half a minute. See how its cleansing action removes dandruff, relieves itching, leaves scalp cool, clean, refreshed.

3 Helps check premature BALDNESS... Removes dandruff crust which acts as covering for seborrheic eczema, common scalp infection blamed for 70% of early hair loss. Get Wildroot-with-Oil today! For generous trial bottle, send 10¢. Wildroot, Dept. B-5, Buffalo, N. Y., or Fort Erie, Ontario.

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Your daughter one day will have a home of her own—how well is she prepared for its delights and responsibilities?

In the Home-Making Course at Ogontz School girls are trained for intelligent home management. Budgeting, purchasing, cookery, sewing and efficient house care are some of the subjects. A three-months old child is part of the "equipment."

An illustrated catalog L describes fully this and other Junior College courses at Ogontz.

Abby A. Sutherland, Principal

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OGONTZ SCHOOL P. O., PA.

Enjoy your trip Mothersills

Makes "Deck Activities" Enjoyable
And Tea a Welcome Event



AMOC

Sirs:
You will find enclosed five snapshots of an "Amoc"—as it is called in the native Filipino dialect. I am told it is one of the rarest animals alive.

J. E. ECKMAN
Placer, Surigao, Philippine Islands

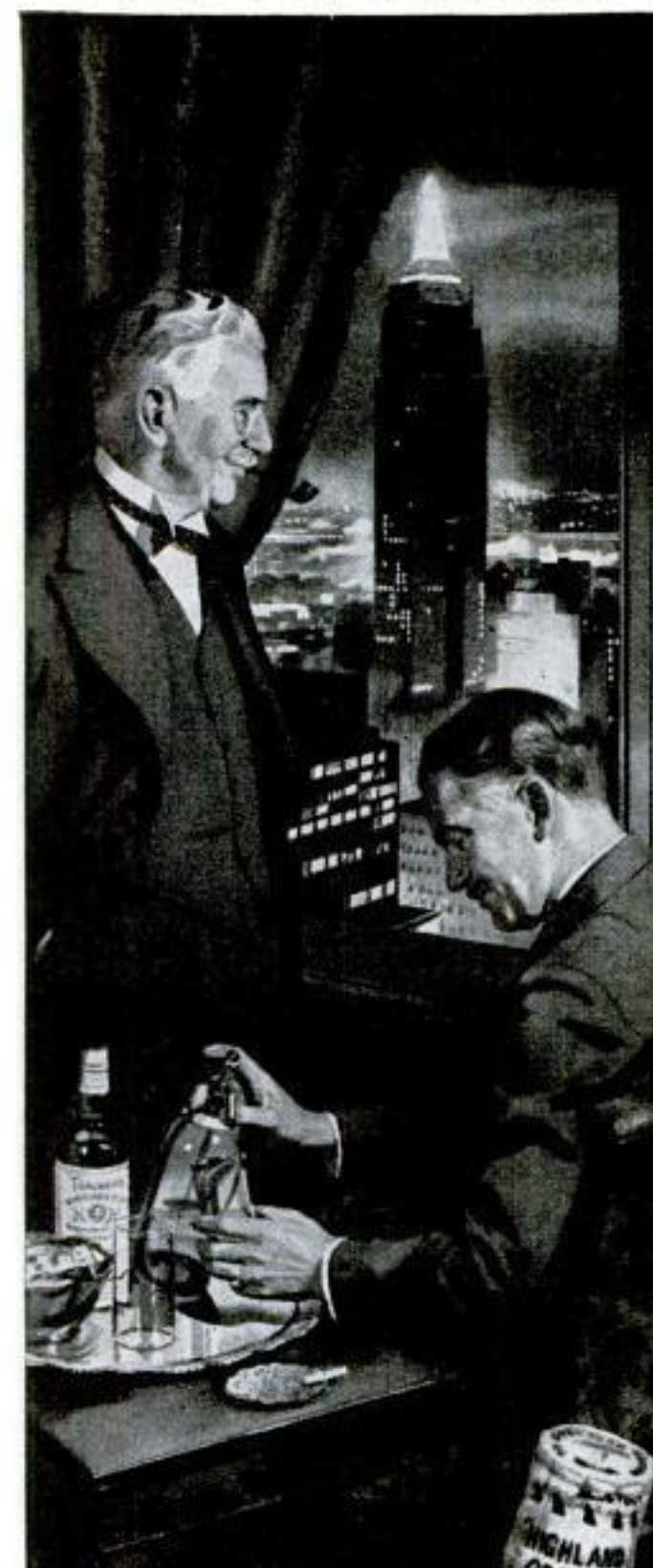
To zoologists this small goggle-eyed

creature is known as a tarsius lemur. Speedy, diminutive, nocturnal, it very seldom submits itself to human gaze, more rarely still to the camera. It has greenish-tan fur, eats insects and lizards, clings to boughs with its adhesive fingers. No other species of lemur comes so close to man's ancestral tree.—ED.



TEACHER'S

Perfection of Blended
SCOTCH WHISKY



TEACHER'S stands out.
Men favour this mellow, rich Scotch. For Teacher's consistently high quality merits any man's good will.

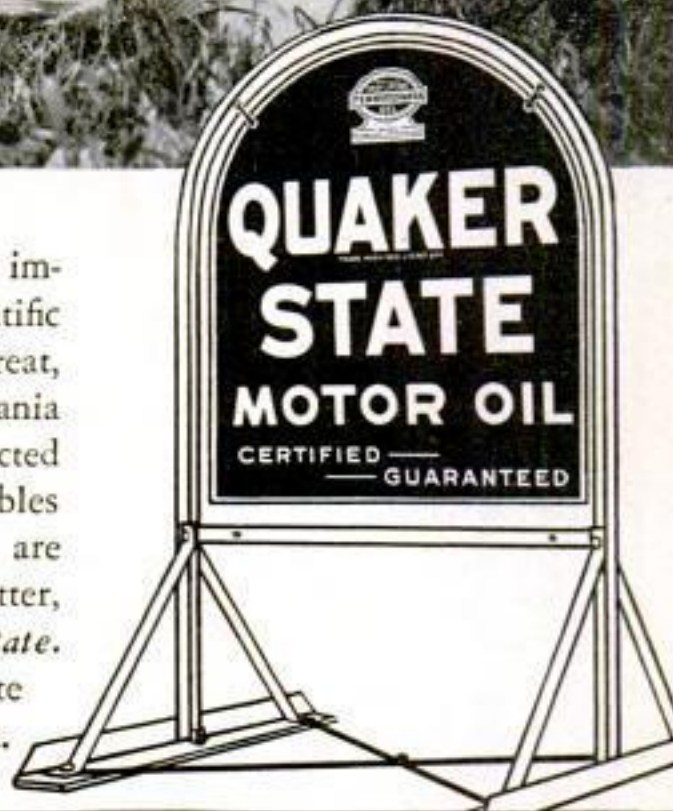
Made since 1830 by
Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS:
Schiffelin & Co., NEW YORK CITY
IMPORTERS SINCE 1794

Pure as Sunlight



Motor oil free of every trace of impurity... acid-free... that is the scientific achievement of Quaker State's four great, modern refineries. The finest Pennsylvania crude oil is transformed into a perfected lubricant *so pure* that motor troubles due to sludge, carbon and corrosion are wholly overcome. Your car will run better, last longer with *Acid-Free Quaker State*. Retail price, 35¢ a quart. Quaker State Oil Refining Corporation, Oil City, Pa.



What...ANOTHER LOAFER?



Yes, here's the sixth new style. You can get a pair now. But, so many men like this new soft shoe idea that they'll soon be gone with the wind. Write now for complete style booklet and name of nearest dealer.

A. E. NETTLETON CO. • Syracuse, N. Y.

NEW
Nettleton

LOAFER
WITH HAND-SEWN
ALGONQUIN SEAM

White Bermuda leather, with tan saddle. Red rubber sole. No lining. No stiffness.

\$7.85

PICTURES TO THE EDITORS

"PAUL REVERE'S RIDE"

Sirs:

This sequence of diving pictures was taken with my Robot Camera at Palm Springs. The first boy is Bill Lewin of Canada. He started comedy diving at the Chicago Fair in 1933. He assists Dutch Smith (the other boy). Dutch Smith is a 1932 Olympic Champion. To

get the precision and timing in diving it is necessary to practice two or three hours daily. Both boys put on an exhibition of comedy diving almost every Sunday at the El Mirador Hotel at Palm Springs, Calif. This particular dive is called the "Ride of Paul Revere."

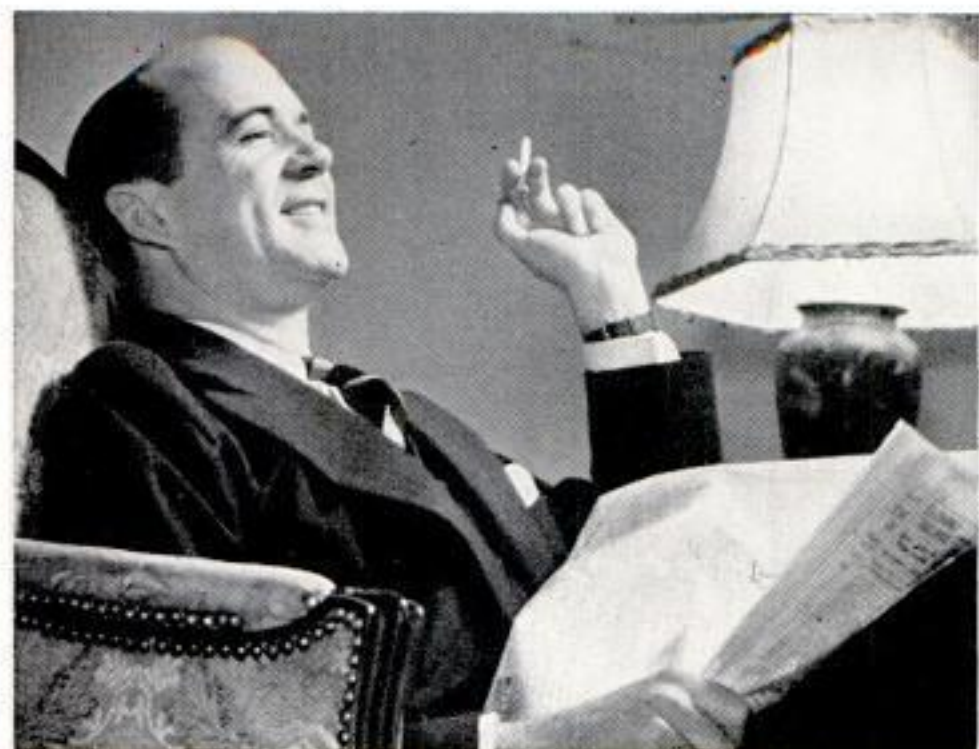
TRUMAN VENCILL

Hollywood, Calif.



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THIS SUMMER...ENJOY AIR CONDITIONING...



In Your Home...

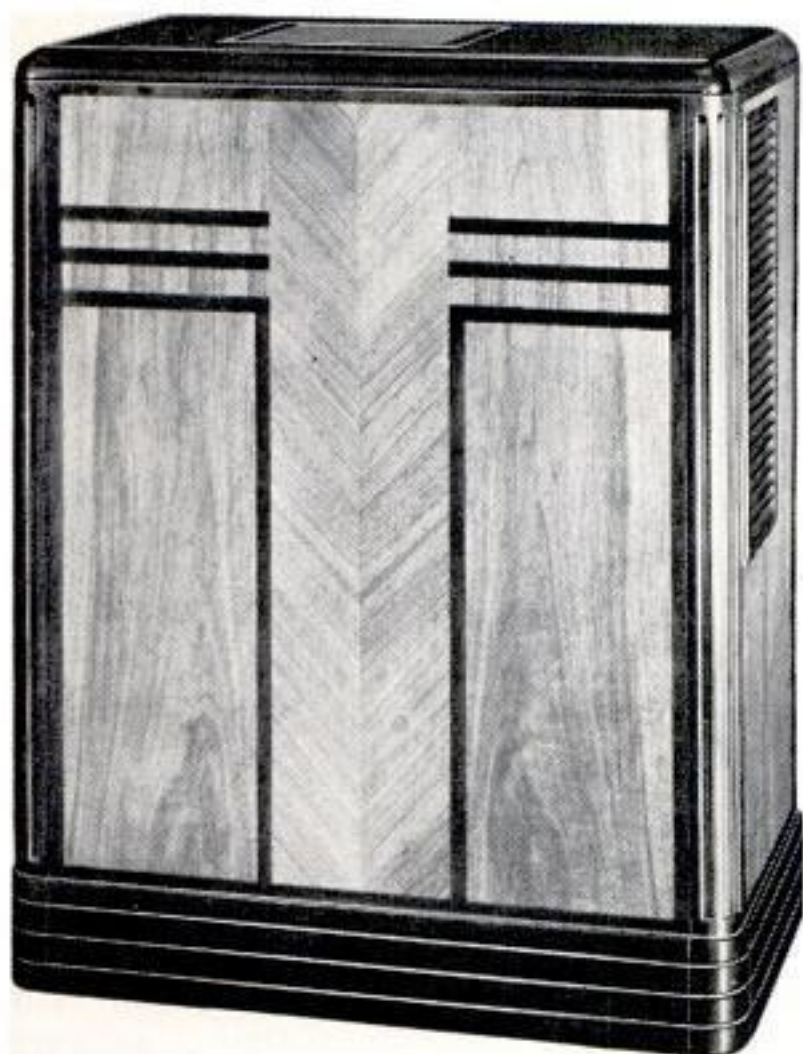
Your Office



BEFORE YOU BUY...SEE WHAT CHRYSLER'S AIRTEMP OFFERS

AT YOUR PRICE

1 CHRYSLER'S AIRTEMP ROOM AIR CONDITIONER



SIT BACK AND RELAX! Breathe in clean, cool, refreshing air! Who'd think a console-type cabinet could create such summer comfort!

Chrysler Engineering has made it possible... at a price you can afford to pay!

Airtemp's Room Air Conditioner filters, cools, circulates air...takes out oppressive humidity, makes air clean and healthful. Readily installed...movable.

*New Compact Unit
No Bigger than a Radio*



ALL MODELS self-contained in genuine walnut wood radio-size cabinets. Cooling is provided by Airtemp's exclusive Hermetically-Sealed Radial Compressor. Easily installed. A flip of the switch and cool comfort is yours.

EASY TO INSTALL...EASY TO OWN

\$416⁵⁰
F.O.B. DAYTON

Water-cooled model.
For standard single-phase, 60-cycle current.

Installation additional—prices subject to change without notice.

2 CHRYSLER'S AIRTEMP ALL-IN-ONE AIR CONDITIONER

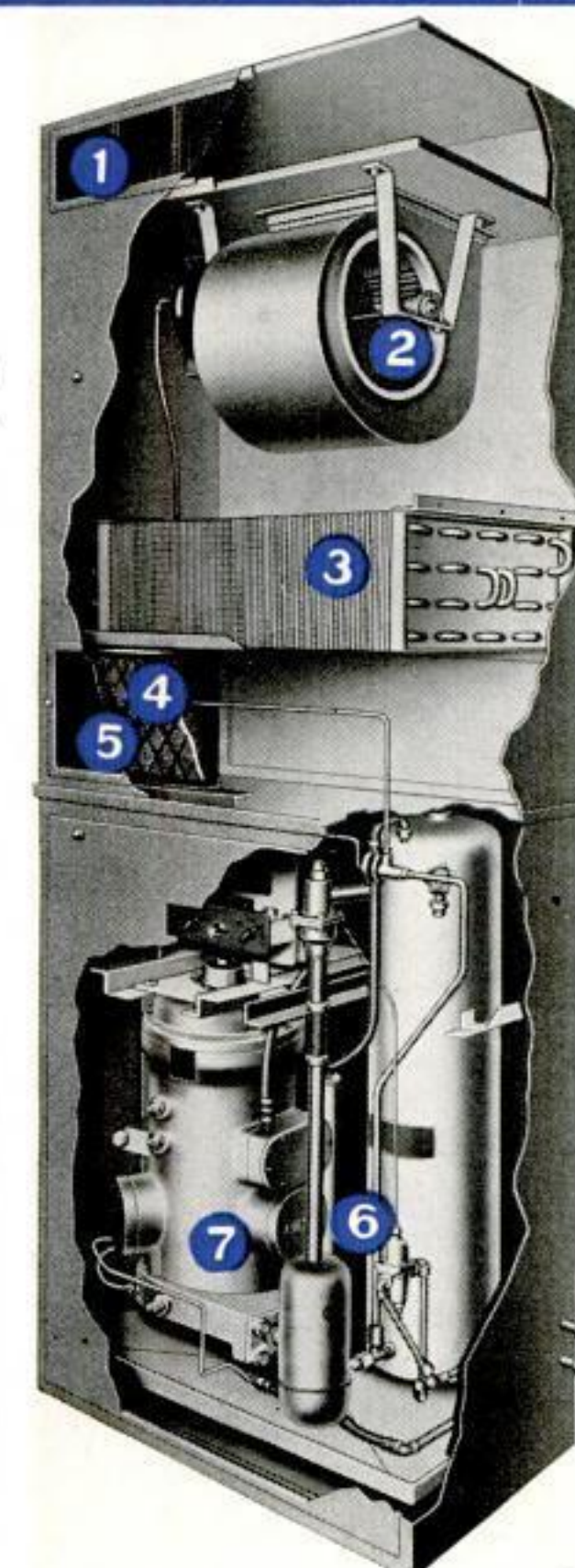
THIS SUMMER... don't sweat and swelter in oven-like offices... don't sit there sizzling while efficiency melts away with the heat!

For Airtemp's All-In-One Air Conditioner brings you cooled, filtered, dehumidified air...steps up office efficiency... pays for itself over and over again. Operating costs are low...installation simple...only 3 connections needed. Occupies only 20" x 33" of floor space...movable like other fixtures. Ready a few days after you place your order.



KEEP SUMMER OUTPUT UP— Actual reports from over 2000 store owners and office managers prove that Airtemp Air Conditioning increases summer business volume from 20% to 225%! Talk to your Airtemp Dealer. You'll find that this *proved* air conditioner saves on installation...saves on operating costs!

BUDGET PAYMENT PLAN



CHECK THESE MONEY-SAVING FEATURES

1 OVERHEAD "DIRECTION AIR" DISTRIBUTION— 4-way directional control.

2 QUIET— Dynamically balanced fan, sound-isolated air chamber.

3 DEHUMIDIFIER AND COOLER— Removes excess moisture...cools the air scientifically.

4 REPLACEABLE FILTER— Removes dust, dirt and lint from the air.

5 RETURN AIR GRILLE— Located so objects on the floor will not obstruct air intake.

6 FREON— The safe refrigerant is used.

7 EXCLUSIVE, HERMETICALLY-SEALED RADIAL COMPRESSOR— Operates at 1750 RPM...delivers more cooling per pound of metal used.

\$697⁵⁰

F.O.B. DAYTON

For standard 3-phase, 60-cycle current. Installation additional. Also available in larger size models at proportional cost. Type and size of space determine number of units required.

Prices subject to change without notice.



Your Airtemp Dealer will arrange convenient terms for immediate installation. Don't put off buying any longer... Airtemp's complete air conditioning line will answer your summer cooling problems *now*.

CHRYSLER'S AIRTEMP

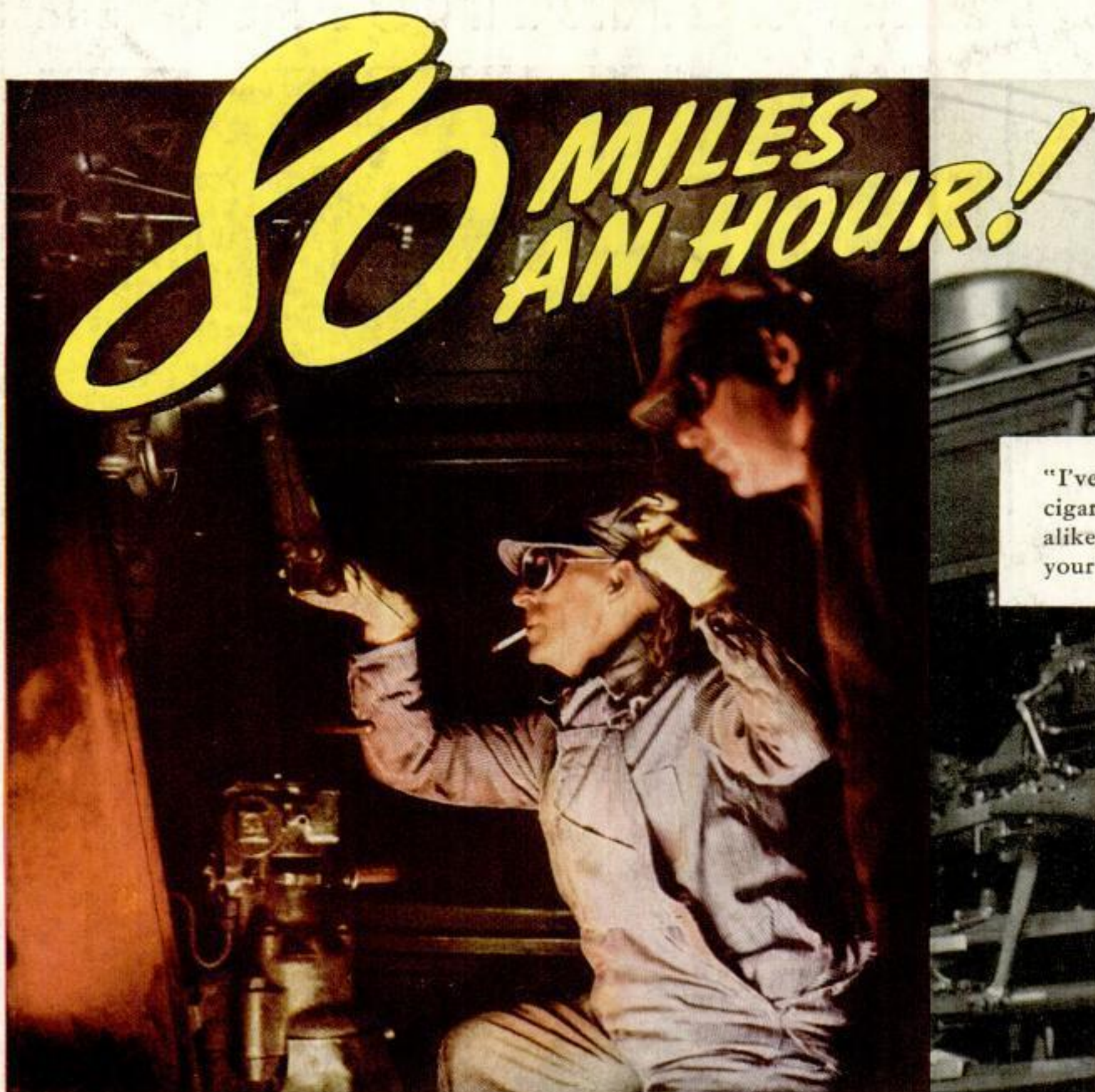
AIR CONDITIONING FOR EVERYBODY

MAIL THIS COUPON TODAY

Airtemp, Incorporated, Dayton, Ohio (DEPT. L-5-23)
Gentlemen: Please send me details about
() Airtemp's Room Air Conditioner.
() Airtemp's All-In-One Air Conditioner.

Name _____
Street _____
City & State _____

Copyrighted material



(above, left) **IN THE CAB** of the big "J-3" on the New York Central's 20th Century Limited. (above, right) Mr. Russell Thompson, a passenger, asks Bob Sharpe, the engineer, what he thinks about the difference in cigarettes. Bob Sharpe says just what one smoker tells another today: "Camels agree with me!" Experienced smokers know what finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic—mean in smoking.

Engineer Bob Sharpe, of the 20th Century Limited, gives his slant on the question asked by Russell Thompson:
"Are all cigarettes alike?"

"I've always thought that cigarettes were more or less alike, Mr. Sharpe. What's your slant on this point?"

"All cigarettes alike? Not on your life, Mr. Thompson. There's a long list of ways in which I can spot a difference in Camels. There's extra-mildness—real natural taste—the 'lift' I get with a Camel when I'm tired—the fact that Camels don't give me jittery nerves. Every one's a good reason why I stick to Camels. I've been smoking Camels for over 20 years. And the big thing I've found is that Camels *agree with me*. From what I see, most of the other boys in railroading are pretty much of the same opinion, too. Camels set me right. You bet 'I'd walk a mile for a Camel!'"

On the Air Monday Nights
EDDIE CANTOR!

America's great fun-maker and personality, brought to you by Camel cigarettes. Over Columbia Network. See your local newspaper for time.

On the Air Tuesday Nights
BENNY GOODMAN
THE "KING OF SWING"

Hear the great Goodman Swing Band "go to town." Every Tuesday at 8:30 pm E.S.T. (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., over Columbia Network.



"SKEET SHOOTERS," says S. Odis Walding, National All-Gauge Champion, "watch their nerves. On any skeet range you'll see Camels. It's Camels for me *all the way*. They agree with me."



MOZELLE HUBBARD, cashier of a famous Hollywood restaurant. "Camels taste different," she says. "Richer...milder. I'm devoted to Camels because they *agree with me* in so many ways."

PEOPLE DO APPRECIATE THE COSTLIER TOBACCOS IN CAMELS

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA



Camels are a matchless blend of finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic.

ONE SMOKER TELLS ANOTHER

"CAMELS AGREE WITH ME"

"A majority of the smokers who grow tobacco prefer Camel cigarettes"—

ACCORDING TO THE OBSERVATION OF THESE TOBACCO PLANTERS



"Growing tobacco for 10 years, I'm in a position to know the quality of tobacco that goes into various cigarettes," James Graves, well-known planter, says. "Like me, most growers around here sold the best of their last crop to Camels. I know tobacco, so I smoke Camels."



B. F. Bivins, another experienced tobacco grower, knows what cigarette pays more for the choice leaf tobacco. "Camel sure gets the best," he says. "Take my own crop last year. Camel bought the best lots. Other planters will tell you the same. You bet, I smoke Camels."



Henderson Carroll has been growing tobacco for 18 years. "For my smoking," he says, "I like Camels. I know the Camel buyers bought just about every top-grade lot of tobacco at the sales I went to last year. My crop was a dandy, and as usual, Camel got the best of it."